



2001 – 2002



ANNUAL REPORT

# SBS CHARTER

The Charter of SBS is contained in section 6 of the *Special Broadcasting Services Act 1991*.

1. The principal function of SBS is to provide multilingual and multicultural radio and television services that inform, educate and entertain all Australians and, in doing so, reflect Australia's multicultural society.
2. SBS, in performing its principal function, must:
  - a) contribute to meeting the communications needs of Australia's multicultural society, including ethnic, Aboriginal and Torres Strait Islander communities; and
  - b) increase awareness of the contribution of a diversity of cultures to the continuing development of Australian society; and
  - c) promote understanding and acceptance of the cultural, linguistic and ethnic diversity of the Australian people; and
  - d) contribute to the retention and continuing development of language and other cultural skills; and
  - e) as far as practicable, inform, educate and entertain Australians in their preferred languages; and
  - f) make use of Australia's diverse creative resources; and
  - g) contribute to the overall diversity of Australian television and radio services, particularly taking into account the contribution of the Australian Broadcasting Corporation and the community broadcasting sector; and
  - h) contribute to extending the range of Australian television and radio services, and reflect the changing nature of Australian society, by presenting many points of view and using innovative forms of expression.

## SBS – ENABLING LEGISLATION

SBS was established as an independent statutory authority on 1 January 1978 under the Broadcasting Act 1942.

The *Special Broadcasting Service Act 1991* (Cwlth) came into effect on 23 December 1991 and established SBS as a corporation. The Minister responsible is the Minister for Communications, Information Technology and the Arts, Senator The Honourable Richard Alston.

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# THE VOICE AND THE VISION OF MULTICULTURAL AUSTRALIA

SBS is a national multicultural and multilingual broadcaster unique in the world. SBS Television broadcasts in more than 60 languages and is watched by more than 7.6 million Australians each week. SBS Radio is the world's most linguistically diverse radio network, broadcasting in 68 languages to a potential audience of more than 2.7 million Australians who speak a language other than English in their homes.

The radio network began in 1975 with two fledgling radio stations – 2EA in Sydney and 3EA in Melbourne – broadcasting four hours a day in seven and eight languages respectively. It was a three months experiment in multilingual broadcasting confined to Australia's two largest cities. SBS Radio today broadcasts 24 hours a day, seven days a week, on AM and FM frequencies in Sydney and Melbourne and is heard Australia-wide on a national signal that reaches all capital cities and many regional centres.

SBS Television began in 1980 and it too started first in Sydney and Melbourne. Gradually other cities as well as regional and rural centres joined the network and it reaches a potential audience of more than 19 million people. More than half of all programs are in languages other than English. These programs are made accessible to all Australians through the use of English language subtitles. With more than 400 international and local program sources, SBS Television draws upon the largest range of source material of any television network in the world.

SBS Online provides text and audio-on-demand services in more than 60 languages. It extends and enhances SBS Television and Radio programming and also produces original content, including comprehensive Australian and international news reports, innovative youth programming and Australia's most popular soccer web site.

## SBS VISION

SBS – UNITING AND ENRICHING OUR SOCIETY BY  
CREATIVELY COMMUNICATING THE VALUES, THE VOICES  
AND THE VISIONS OF MULTICULTURAL AUSTRALIA AND  
THE CONTEMPORARY WORLD.

# CHAIRMAN'S LETTER TO THE MINISTER

Senator, the Honourable Richard Alston  
Minister for Communications, Information Technology and the Arts

Dear Minister,

On behalf of the Board of the Special Broadcasting Service Corporation, I am pleased to present the Annual Report for the year ending 30 June 2002.

The Report has been prepared in accordance with the relevant requirements of the *Commonwealth Authorities and Companies Act 1997* and the *Special Broadcasting Service Act 1991*.

It contains a detailed Report of Operations that assesses the Corporation's performance against the *SBS Corporate Plan 2001–03*. In particular, it details the programming provided by Television, Radio and New Media and the reaction of our audiences. It also reports on SBS's relations with the Government, the community and other stakeholders, and the way SBS manages its human, financial and technical resources, including transmission services.

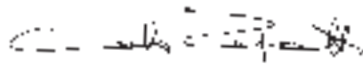
In accordance with the requirements of the *Commonwealth Authorities and Companies (Report of Operations) Orders 2002*, SBS reports that there were no relevant judicial decisions and reviews by outside bodies or any ministerial directions under the *Commonwealth Authorities and Companies Act 1997*. SBS did provide submissions to the Federal Government and to the Australian Broadcasting Authority on a number of issues relating to broadcasting policy, the loudness of television advertising, classification guidelines, datacasting, anti-hoarding, radio communications, and licencing issues under the *Financial Services Reform Act*.

SBS continued its close association with community groups through direct consultations, outside broadcasts, and regular participation in community events nationwide. The SBS Community Advisory Committee met three times during the year and provided valuable feedback to the Board.

The extension of SBS's analogue and digital services nationwide continued throughout the year with an additional 12 transmitters and 20 self-help transmitters joining SBS's network of 371 transmitters. In June, SBS Television launched its first new digital channel, the World News Channel, providing 120 hours of news in 15 languages each week. In 2001–02, staff was trained in digital production and broadcast systems, negotiations were held on a new Certified Agreement, and the Performance Management Program was revised, after extensive consultation, to allow greater recognition for superior performance.

During the year, SBS's operations were reviewed in a series of internal audits. In all cases the results were satisfactory with recommendations for improvements brought to management's attention and acted upon. SBS strictly adhered to the corporate governance policy of reviewing all relevant legislation and ensuring compliance. It also participated in two Australian National Audit Office 'benchmarking studies' and, in general, performed well.

Yours sincerely,



Carla Zampatti

# BOARD OF DIRECTORS

## Carla Zampatti AM – Chairman

Appointed 17 December 1999 for five years. Ms Zampatti is Executive Chairman of the Carla Zampatti Group and holds directorships with Westfield Holdings Limited and Mc Donald’s Australia Limited. She is also a Member of the Australian Graduate School of Management, Board of Management, a Trustee of the Sydney Theatre Company Foundation Trust, and a Member of the Development Committee of the Sydney Theatre Company.



## Neville Roach AO – Non-Executive Director and Deputy Chairman

First appointed 31 August 1998 for three years and re-appointed for a further two years in August 2001. Mr Roach is Chairman of Fujitsu Australia. He was Chairman of the Council for Multicultural Australia and the Business (Migration) Advisory Panel until January 2002. He is Chairman of the Smart Internet Cooperative Research Centre, the national ICT Centre of Excellence, the Intelligent Island Board in Tasmania and the Australia India Business Council. Other appointments include membership of the Board of OneSteel Limited and Adjunct Professor at the University of NSW and the National Graduate School of Management at the Australian National University.



## Jillian Broadbent – Non-Executive Director

Appointed 16 May 2002 for four years. Ms Broadbent is a Member of the Board of the Reserve Bank of Australia and a Director of Woodside Petroleum Ltd, Coca-Cola Amatil Ltd and Westfield Management Ltd. She is on the Board of the Sydney Theatre Company and Vice Chairman of the Art Gallery of NSW Foundation. She has extensive experience in the banking and finance industry and a long-term involvement with the arts.



## Peter Carroll – Non-Executive Director

First appointed 20 December 1996 for three years and re-appointed for a further three-year term in December 1999. Mr Carroll is a graduate of Sydney and NSW universities and of the Central School of Speech and Drama in London. He was Head of Voice and Speech at the National Institute of Dramatic Art from 1970–73 and then began an extensive performing career as a company member of Sydney’s Nimrod Theatre. He has worked in film and television and with all State and commercial theatre managements.



## Bob Cronin – Non-Executive Director

Appointed 16 May 2002 for four years. Mr Cronin is a Perth-based media consultant. He was editor-in-chief of West Australian Newspapers (1987–1996), editor of *The Sun* in Melbourne (1985–86), deputy editor of *The Courier-Mail* (1984) and editor of the *Border Mail* in Albury (1974–1982). He was a Member of the Australian Press Council from 1987–96 and a founding Director of Information Radio in Perth in 1991. He is Chairman of Oz Concert Inc, a Governor of the Western Australian Museum Foundation, and a Member of the Celebrate WA Council since 1999.





#### Joseph Elu – Non-Executive Director

Appointed 30 May 2001 for five years. Mr Elu is Chairman of Indigenous Business Australia (formerly CDC), a position he has held since December 1996. He is also Chairman of Seisia Council in Cape York, a Member of the Torres Strait Regional Authority and the elected Chairman of the Board of IBIS in the Torres Straits. Mr Elu is also Co-Chairman of the Voluntary Services to Indigenous Communities Foundation, a Member of the Board of Reconciliation Australia, and a Board Member of the mining company, Walker Eltin Group Ltd.



#### Ted Gregory – Non-Executive Director

Appointed 15 April 1999 for four years. Mr Gregory is Chief Executive of AAV Australia, Pty Ltd, an electronic communications, production and manufacturing company serving the film, television and advertising industries; a Director of Dubsat Pty Ltd, a company specialising in the satellite distribution of TV commercials; and a Board Member of Interact Events Pty Ltd, a Victorian Government-owned company responsible for staging the region's largest Multi-Media Festival. Mr Gregory is also a Member of the Film Victoria Board and is a Member of the Curriculum Advisory Board of the Television and Film School of the Victorian College of the Arts.



#### Gerald Stone – Non-Executive Director

Appointed 1 December 2000 for five years. Mr Stone is an author and journalist with wide experience in both the print and television media. He is a former editor-in-chief of The Bulletin magazine and was founding executive producer of 60 Minutes on the Nine Network. He has also served as a senior current affairs executive with both the Seven Network and the Fox Network in New York. Born in the US, Mr Stone migrated to Australia in 1962.



#### Nigel Milan – Managing Director

Appointed 2 February 1998 for five years. Mr Milan has a long association with broadcasting – public and commercial – and marketing. He was formerly Chief Executive of Australian Radio Network Ltd, one of Australia's largest commercial radio networks, and before that Chief Executive of Radio New Zealand. Mr Milan was previously Chief Executive of the Nine Network's Radio Division and Deputy General Manager of the Macquarie Network. He is Chairman of the Fred Hollows Foundation, Director of the Australian Chamber Orchestra, and a Member of the Advisory Board of the Walkley Awards.

The SBS Board met nine times during the year. Carla Zampatti, Nigel Milan, Gerald Stone and Ted Gregory attended all nine meetings. Neville Roach attended eight meetings. Joseph Elu and Peter Carroll attended seven meetings. New Board members, Jillian Broadbent and Bob Cronin (appointed 16 May 2002) attended one Board meeting in 2001–02. Nyra Bensimon and Martine Pop retired before the 31 May Board meeting and thus attended eight of the nine Board meetings held during the year.

MINISTER FOR COMMUNICATIONS,  
INFORMATION TECHNOLOGY AND THE ARTS  
Senator The Hon Richard Alston

BOARD OF DIRECTORS

Chairman

Carla Zampatti

Directors

Neville Roach, Jillian Broadbent, Peter Carroll, Bob Cronin,  
Joseph Elu, Ted Gregory, Nigel Milan, Gerald Stone

Community Advisory Committee

MANAGING DIRECTOR

Nigel Milan

Corporate Counsel

Lesley Power

Manager Corporate Communications

Keith Dalton

HEAD OF TELEVISION	HEAD OF RADIO	HEAD OF NEW MEDIA	HEAD OF RESOURCES	HEAD OF MARKETING	HEAD OF POLICY
Peter Cavanagh	Tuong Quang Luu	Will Berryman	Maureen Crowe	Pat Quirke-Parry	Julie Eisenberg
<b>NETWORK PROGRAMMER</b> Rod Webb	<b>NATIONAL EDITOR</b> Diane Willman	<b>MANAGER COMPUTING &amp; INFORMATION SERVICES</b> Alex Surplice	<b>MANAGER HUMAN RESOURCES</b> Helen Mayne	<b>DIRECTOR MEDIA MARKETING</b> Graham Butler	<b>SENIOR POLICY ADVISER</b> Geoff Abbott
<b>DIRECTOR NEWS &amp; CURRENT AFFAIRS PROGRAMS</b> Phil Martin	<b>MANAGER RESOURCES AND TRAINING</b> David Ingram	<b>EDITORIAL CONTENT MANAGER</b> Anne Markey	<b>MANAGER CORPORATE SERVICES</b> David Mapstone	<b>MERCHANDISING MANAGER</b> John Derry	<b>POLICY ADVISER</b> Erin Walters
<b>GENERAL MANAGER SBS INDEPENDENT</b> Glenys Rowe	<b>CHIEF ENGINEER</b> Yuan Chan	<b>BUSINESS DEVELOPMENT MANAGER</b> Paul Vincent	<b>DIRECTOR COMMUNICATIONS &amp; PLANNING</b> David Soothill		
<b>MANAGER TELEVISION ENGINEERING</b> Hing Shek	<b>PUBLICITY &amp; MEDIA LIAISON MANAGER</b> Simone O'Brien	<b>CREATIVE DIRECTOR</b> Michelle French	<b>MANAGER FINANCE</b> Jon Torpy		
<b>MANAGER OPERATIONS</b> Tony Aslanidis	<b>SYDNEY PRODUCTION CENTRE MANAGER</b> Peter Wall	<b>MANAGER INFORMATION RESOURCES</b> David Lane	<b>MANAGER TRANSMISSION SERVICES</b> Hugh James		
<b>MANAGER PRESENTATION &amp; DESIGN</b> John Stahel	<b>PROGRAM MANAGERS</b> Robert Minshull, (Vacant)	<b>MANAGER INFORMATION SYSTEMS</b> Greg Koen			
<b>MANAGER LOCAL PRODUCTION</b> Craig Collie	<b>MELBOURNE PRODUCTION CENTRE MANAGER</b> Mike Zafiroopoulos				
<b>MANAGER PROGRAM PURCHASING</b> Jenny Allen	<b>PROGRAM MANAGERS</b> Aynur Cagli, Wang Yi				
<b>MANAGER PUBLICITY</b> Michael Field	<b>MARKETING MANAGER, SYDNEY</b> Kate Hannaford				
<b>MANAGER SPORT</b> Les Murray	<b>MARKETING MANAGER, MELBOURNE</b> Vivienne Kost				
<b>MANAGER SUBTITLING</b> Gilbert Sant					
<b>MANAGER TELEVISION RESOURCES</b> Tim Burke					
<b>GENERAL MANAGER BUSINESS UNITS</b> Olya Booyar					
<b>- MANAGER LANGUAGE SERVICES</b> Giles Hardie					
<b>- MANAGER PROGRAM SALES</b> Erika Honey					
<b>AUDIENCE RESEARCH CONSULTANT</b> Ken Sievers					

2001 WAS THE MOST SUCCESSFUL YEAR FOR SBS TELEVISION SINCE THE NETWORK WAS LAUNCHED IN 1980. AVERAGE WEEKLY AUDIENCES GREW TO 7.6 MILLION PEOPLE – AN INCREASE OF MORE THAN 23% ON THE PREVIOUS YEAR – AND STRONG AUDIENCE GROWTH WAS ACHIEVED ACROSS ALL DEMOGRAPHIC GROUPS. FOR THE FIRST TIME, SBS TELEVISION'S SHARE OF VIEWING IN THE MAINLAND CAPITAL CITIES TOPPED 5%.



# TELEVISION<sup>®</sup>

## SBS PRODUCTIONS

This year, SBS Television Production generated 286.5 hours of programs, reflecting a wide span of cultural interests and distinct production styles. Television Production sought a balance between the continuity of established programs and the development of new programs, particularly those of interest to younger and female viewers.

### THE MOVIE SHOW

In its 15th year, THE MOVIE SHOW attracted its biggest audiences ever, consolidating its reputation as Australia's pre-eminent vehicle of popular cinema review. In addition to their film reviews, analysis and interviews, presenters, Margaret Pomeranz and David Stratton, provided reports from international film festivals in Venice, Toronto, Cannes and Berlin. **(42 half-hour episodes, broadcast weekly on Wednesdays at 8pm).**

### GOING HOME

A hybrid of drama and current affairs, GOING HOME followed the fictional lives of nine regular rail commuters. Scripted, shot and broadcast on the same day, the program had an immediacy never before seen in television drama. This program was conceived and produced for SBS by McElroy Television and experimented with viewer inspired plot options. A chat-room set up on the SBS website enabled viewers to interact with opinions expressed by the program's characters.

**(65 half-hour episodes broadcast weeknights at 7.30pm in June–August 2001)**

### PIZZA

The second series of PIZZA won popular acclaim and was the most watched SBS produced program during 2001–02 and the second most popular program of the year after A HISTORY OF BRITAIN. The streetwise sitcom follows the misadventures of two pizza delivery boys in contemporary multicultural Australia.

**(10 half-hour episodes and a one-hour special, broadcast Mondays in August–October 2001)**

### LIFE SUPPORT

The program parodies the glibness and fatuousness of the lifestyle television genre, offering subversive advice and black comedy. Presented by four stereotypical 'experts', the advice is sometimes politically incorrect, routinely satirical and often just plain silly. The series, from independent producers, McDonald Eastway, pushed the boundaries of new Australian comedy.

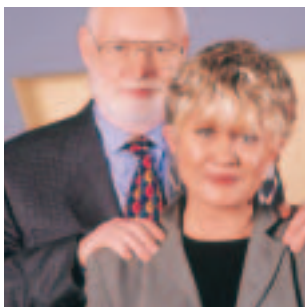
**(10 half-hour episodes broadcast Mondays in July–September 2001 and June–August 2002)**

### ICAM

Indigenous Current Affairs Magazine, ICAM, completed its 13th and last series in May. It remained Australia's only prime time indigenous program on free-to-air television and covered a range of important indigenous issues and profiles of Aboriginal achievers. It will be replaced by a new flagship indigenous program.

**(13 half-hour episodes broadcast Thursdays in September–November 2001 and 10 half-hour episodes March–May 2002)**

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1. The Movie Show 2. Going Home 3. Pizza

## CLASS

In a series of essay documentaries, Pria Viswalingam challenged Australians' fondly held belief that theirs is an egalitarian society. CLASS examined the decline of the Establishment and 'old money' and its replacement with a hierarchy defined by entrepreneurial money and such influences as your educational background and the sport you follow. The program was a multi-layered insight into contemporary Australia.

(4 one-hour episodes broadcast Tuesdays in April 2002)

## THE FOOD LOVERS' GUIDE TO AUSTRALIA

A third series of Maeve O'Meara's and Joanna Savill's THE FOOD LOVERS' GUIDE TO AUSTRALIA was produced and scheduled for broadcast in August 2002. Reflecting Australia's multiculturalism, the program explores the nation's culinary delights from a diversity of cultural sources, from the outback to the ocean, from country farms and suburban backyards to kitchens, both five-star and home style.

(13 half-hour episodes produced for broadcast on Fridays from August 2002)

## A FORK IN AFRICA

In his idiosyncratic examination of Africa, Pria Viswalingam looks for the exotic and the unexpected, steering us away from the more familiar news images of Africa, of civil war and famine, and finding instead a rich culture and unique beauty in a range of locations from Mali and Madagascar to Tunisia and Capetown.

(In production for broadcast in early 2003)

## NEST

The magazine series, NEST, is built on the premise that people's personalities are expressed through the things they choose to decorate their homes. Gerri Williams and Julie Nimmo (with occasional guest spots by Andrew Urban) looked through the bric-a-brac of people's homes and talked to their owners about the importance of these possessions.

(7 half-hour episodes broadcast Tuesdays January–March 2002)

## EAT CARPET

After 12 years, EAT CARPET remains Australia's only regular television program to showcase short films and videos from across the nation and around the world that push the boundaries of what is possible.

(1 hour series broadcast Saturdays at 11pm)

## GLOBAL VILLAGE

Presented by Silvio Rivier, GLOBAL VILLAGE is a series of mini-documentaries about people and places around the world. Compiled from a purchased French series, GLOBAL VILLAGE includes locally produced segments highlighting Australia's cultural diversity.

(Half-hour episodes broadcast weekdays at 6pm)

## HOTLINE

SBS continues its dialogue with its audience with its weekly presentation of viewer feedback – both complimentary and critical – on HOTLINE. Presented by Electra Manikakis.

(5 minute series, broadcast Mondays at 5.50pm and repeated that same week)

4



5



6



4. Life Support 5. ICAM 6. Class

# NEWS AND CURRENT AFFAIRS

SBS WORLD NEWS is the only free-to-air television news service to provide daily comprehensive reports about major international events and an overview of the leading national news events in Australia. The bulletins harness the resources of

news programs from around the world in more than 20 languages, the output of the world's leading news agencies, and a team of experienced SBS journalists.

During 2001, SBS WORLD NEWS (Monday–Friday) increased its audiences by 28% while audience numbers for WORLD NEWS TONIGHT grew by 47%. The weekend news audiences increased by 35%.

## DATeline

<b>GUATEMALA</b>	Rios Montt – Justice delayed
<b>TIBET</b>	The Boy King
<b>INDONESIA</b>	Mega's Man – The power behind the president.
<b>NEW ZEALAND</b>	Frankenstein's Farm – Genetically modified animals
<b>RUSSIA</b>	Drinking Problem – Alcoholism out of control
<b>EGYPT</b>	Religious Divide – Coptic Christians under attack
<b>SOLOMON ISLANDS</b>	The Unhappy Isles – The breakdown of a nation
<b>INDONESIA</b>	Tropical Transit Lounge – People smuggling to Australia
<b>CAMBODIA</b>	Raking Over the Bones – The legacy of Pol Pot's genocide
<b>BELARUS</b>	Europe's Last Dictator – Grigorievich Lukashenko
<b>UNITED STATES</b>	September 11
<b>PALESTINE</b>	Suicide bombers
<b>AFGHANISTAN</b>	Russia's Afghan Experience
<b>EAST TIMOR</b>	Party to Independence – The world's newest parliament
<b>UNITED STATES</b>	Earth Liberation Front – Environmental terrorists
<b>NETHERLANDS</b>	War Crimes – Justice in The Hague.
<b>UNITED STATES</b>	Free Trade – The myth of American free trade
<b>EAST TIMOR</b>	Guns 'n Money – What Australia knew about East Timor
<b>WEST PAPUA</b>	The Martyrdom of Theys Eluay – The unsolved murder
<b>IRAQ</b>	The New Kurdistan – Kurds fight for independence
<b>INDONESIA</b>	Sulawesi Christmas – Christians under the gun
<b>THE NETHERLANDS</b>	Euthanasia – Live and let die under new laws
<b>ZIMBABWE</b>	Killing Mugabe – The conspiracy to overthrow a president
<b>GREECE</b>	A Greek Tragedy – Two Greek Australians die mysteriously
<b>VENEZUELA</b>	Hugo Chavez – A profile
<b>KASHMIR</b>	Valley of Tears – The Kashmiris fight for independence
<b>SRI LANKA</b>	Tiger Territory – The prospects for peace
<b>SINGAPORE</b>	The Tudung – How an Islamic veil is dividing a nation.
<b>INDIA</b>	Punjab – Who killed the Sikhs?
<b>IRAN</b>	Reformers on Top – A new leadership
<b>RUSSIA</b>	Georgia – The conspiracy against crusading journalists
<b>SINGAPORE</b>	The Maid Trade – Young women workers from Asia
<b>TURKEY</b>	Waiting to Die – Hunger strikers prepared to die
<b>PALESTINE</b>	Hamas Rises from the Rubble – Suicide bombers
<b>COLOMBIA</b>	A Nation Held to Ransom – The kidnap culture exposed
<b>RUSSIA</b>	Return of the Killer Phage – A new, old treatment for infection
<b>INDONESIA</b>	Big Mango in Little Aceh – A profile of Aceh's Police chief
<b>NEPAL</b>	Maoist Rebels – The Maoist revolutionaries

1



2



3



1. The Food Lovers' Guide to Australia 2. A Fork in Africa 3. Nest

The unduplicated weekly audience reach for all news services in the five major cities – Sydney, Melbourne, Adelaide, Perth and Brisbane – was almost two million.

SBS's international current affairs program, DATELINE, and the national current affairs program, INSIGHT, increased their average weekly audience by almost 60%.

THE BUSINESS SHOW, Australia's only prime time business program, began in August 2001 and the second series in April 2002. With its focus on major local and international issues, the program featured analysis and discussions with business and industry leaders.

## INSIGHT

NOBODY'S CHILDREN

MOVIE MONEY

BOARD ROOM BATTLES

BLOWING THE WHISTLE

CHEMICAL HAZARDS

SEX AND THE CENSOR

TOO MANY POLITICIANS

A CHANGE FOR THE BETTER?

FARMERS' MARKETS

NURSING

BRINK OF WAR

RADIO ROULETTE

WATER WARS

THE RACE CARD

CONTROLLING CANCER

MUSLIM INSIGHTS

SEEKING REFUGE

DOWN IN THE VALLEY

MUSEUMS

SEEDS OF DISSENT

LIFE COACHING

EMBRYO SIBLINGS

TRUTH IN PUBLIC LIFE

THE RIGHT TO KNOW

TIME'S UP

DOWN ON THEIR LUCK

DANGER IN THE AIR

SOMEONE TO BLAME

OUT OF THE SADDLE

FOX HUNT

SOCRATES IN THE SCHOOLYARD

THE GOOD OIL?

BURNT TWICE

INTELLECTUALLY DISABLED PARENTS

THE COST OF CLEARING

WHEN PSYCHIATRY FAILS

The adoption of abused and neglected children

The domestic film industry in crisis

Indigenous Land Corp purchases

The problems with Australian soccer

Hazardous chemicals and work place regulations

Law changes for publishing sexually explicit photos

Is Australia over-governed?

Australians move to the coast

Farmers find alternatives to supermarkets

Australia's nursing crisis

11 September and the implications for Australia

The competition for community radio licences

Battling for access to water in parched lands

Race as an issue in Australian politics

New weapons in the war against cancer

Australia's Islamic community since 11 September

The political debate surrounding asylum seekers

The fallout from the battle over global warming

The future of museums in Australia

The impact of free trade debate on Australian farmers

The boom in the personal development business

Two families trying to save their sick children

An Insight forum

Identify problems caused by donated sperm

The future of Afghan refugees

The problems for problem gamblers

A shake up for Australia's troubled air safety regime

The price of public liability insurance

Life for jockeys after the track

Tasmania fights to save its fauna

Teaching children to think

The viability of shale oil

The collapse of superannuation funds

Parents with an intellectual disability

Who pays and how much?

The consequences of untreated mental illness

4



5



6



4. eat carpet 5. Global Village 6. Hotline

## SPORT

SBS Television's extensive coverage of the World Cup, from 31 May to 30 June, reached a record total audience of 10.4 million people, or 54% of the potential audience nationwide.

Despite the fact that SBS broadcast 48 of the 64 games (16 were telecast by the Nine Network), the SBS audience was substantially greater than the numbers that watched SBS's full 64-game coverage of the two previous World Cup competitions in 1994 (5.7 million) and 1998 (7.3 million). The Korea-Japan venue, which allowed peak time viewing, boosted viewer numbers.

Six of the 48 matches had audiences of over one million viewers and audience surveys showed that the coverage was watched by 55 per cent of all women and 56 per cent of teenagers.

Record audiences were also attracted to SBS's coverage of the 2001 Tour de France as well as the nightly TOYOTA WORLD SPORTS program. More than 2.5 million watched the French cycle classic, an increase of almost one million on the previous year. In 2001, the audience for TOYOTA WORLD SPORTS increased to a weekly average of 201,000, a jump of 55 per cent on the previous year. In the first six months of 2002, its audience grew by a further eight per cent.

The network's comprehensive coverage of athletics, national and international, was rewarded with a record three million viewers of SBS's broadcast of the IAAF World Athletics Championships in August. In March 2002, the rights agreement for the international athletics package was extended to 2009, giving SBS ownership of four further world championships.

Another highlight was SBS's coverage of the 2002 Winter Paralympic Games from Salt Lake City. SBS secured the rights to the event, ceded by the Seven Network, and screened 10 daily half-hour packages in mid-March.



## BALL BY BALL COVERAGE

Coverage of the 2002 World Cup may have been one of the most momentous events in the history of SBS, but to get it to air was a furious race against time.

The rights to SBS's quota of 48 games were not secured until 12 April 2002, just 49 days before the tournament was due to kick off in Seoul. A massive logistical, creative and promotional operation, which on previous occasions took two to three years to prepare, had to be mounted in just seven weeks.

For some six weeks prior to the signing of the rights agreement, Head of Television Peter Cavanagh and Legal Counsel Sally McCausland worked almost around the clock negotiating the legal minefield of an unusual and complex rights agreement that involved

## SBS INDEPENDENT

During the year, SBS Independent (SBSI) commissioned 99 hours of documentary, drama, comedy, animation and feature films. Over the same period, 67 hours of SBSI-commissioned programs were broadcast by SBS Television. (*Appendix 6*) Since its establishment in 1994, SBS Independent has grown to become a vital and entrepreneurial player in the Australian film and television industries, commissioning more than 500 hours of quality and innovative work from Australian independent film and television makers.

This year, SBSI-commissioned programs won more than 50 national and international awards, bringing the total number of awards won by SBSI-commissioned programs over the past eight years to more than 300. (*Appendix 14*)

In September 2001, the Federal Government increased SBSI's Special Production Fund to \$33.4m for the period 2002–06 (its previous four-year allocation was \$19m). It described SBSI as “highly successful and innovative”. The increased funds will allow SBSI to increase the number and production size of commissioned programs.

In 2001–02, SBSI continued to maximise its funding by spreading it across a wide production slate, concentrating on lower budget productions and continuing to encourage the work of innovative and emerging Australian film and television makers. Production highlights of the year included JOHN SAFRAN'S MUSIC JAMBOREE, a 10-part satirical series that proved extremely popular with younger audiences; the four feature films – THE TRACKER, KABBARLI, WALKING ON WATER, and AUSTRALIAN RULES – specially commissioned for premiere at the Adelaide Arts Festival in March (the biggest co-production venture undertaken by SBSI); and the fully financed ‘Cutting Edge’ program, THE AUSTRALIAN EYE, featuring the work of anti-racism activist, Jane Elliott.

The majority of SBSI's commissioned work is financed through the Special Production Fund. Direct funds from SBS Television (referred to as General Production Fund) pay for a wide variety of other productions as well as administrative costs.

the event being shared with another broadcaster. In the end an excellent deal was achieved for SBS.

It was signed on 15 August and almost in unison the wheels began to turn in the areas of production, marketing, publicity, promotion and operations. A myriad of facilities such as commentary positions and satellite links had to be booked, a new set designed and built, theme music composed, commentary and staff rosters drawn up, accreditations arranged, extra talent, including the commentary team, hired and contracted, catering arranged and a hair-raising grid of travel and accommodation itineraries booked and confirmed for four people across the two host countries.

Deputy Manager of Sport, Ken Shipp, was in the cockpit driving the production plans as project director, diligently assisted by Roberto Marin, Belinda Achterstraat and Jenni Hiscock. Joe di Meglio, as executive producer, took charge of implementing all the creative and editorial elements. Producer Craig

Norenbergs dedicated most of his time to planning the WORLD CUP SHOW. Other SBS departments – Publicity, Operations, Network Programming, Presentation, News and Current Affairs, Finance, Corporate Services, Marketing and the Radio Division – all worked energetically to dovetail their roles into the overall plan.

Every area and every staff member involved delivered on deadline without a solitary snag and by 30 May, the day before the event's kick off, we were able to have full dress rehearsals.

The rest, of course, is history. The event went off smoothly and without even the smallest crisis, enjoyed wide critical acclaim and, of course, record audiences.

**Les Murray**

Manager, Sport

## SBSI CO-FINANCING

SBSI maintains funding and creative alliances with all Federal and State film and television agencies in order to maximise opportunities for Australian program makers. As a result, an estimated 30% of SBSI commissioned projects are made in regional and remote areas of Australia. In 2001–02, SBSI co-financing arrangements included:

- **Australian Film Finance Corporation**  
Nine one-hour documentaries were commissioned under the SBSI-AFFC Accord.
- **Australian Film Commission**  
SBSI has an on going ‘first look’ deal with the AFC for 50-minute dramas and three were co-financed in 2001–02 for the FAMILY MATTERS series. Three animation pilot programs, each three minutes long, were commissioned with a view to co-financing an animation series. Five 10-minute indigenous dramas were commissioned and an additional five documentaries went into production under the National Indigenous Documentary Fund.
- **Showtime/Premium Movie Partnership**  
In May, SBSI formed a ‘first look’ cooperative alliance with the Premium Movie Partnership which operates the pay TV movie channel Showtime, to back new Australian feature films through pre-sale and investment financing.

## State agencies/Showtime

Conceived by SBSI, four 50-minute dramas will be produced in Tasmania, New South Wales, Queensland and Western Australia under the series title FAMILY MATTERS. Series three of AUSTRALIA BY NUMBERS was commissioned.

The half-hour programs feature diverse locations and communities across Australia.

- **Pacific Film and Television Corporation**  
Five half-hour episodes of FAMILY MATTERS were commissioned for broadcast in 2003 as well as a 50-minute drama for the same series.
- **South Australian Film Corporation**  
Four feature films, co-produced by the SAFC, SBSI and Adelaide Festival Corporation, were premiered at the Adelaide Festival in March.
- **Screenwest**  
TEESH AND TRUDE, the low budget digital feature film co-produced by SBSI and Screenwest, was premiered at the Brisbane International Film Festival.
- **Film Victoria**  
SBSI and Film Victoria began selection of a 50-minute drama to be included in the FAMILY MATTERS series scheduled for broadcast in 2003.
- **Screen Tasmania**  
The year’s commissioned programs included LOVE BITES for the AUSTRALIA BY NUMBERS series and CABLE for the FAMILY MATTERS series.

## INDIGENOUS PROGRAMS

SBS Television broadcasts more programs about indigenous Australians and Torres Strait Islanders than any other network. From 1996, until it ceased production in May 2002, ICAM was Australia’s only prime-time indigenous affairs program. Over 12 seasons the ICAM team produced 79 hours of programs or 155 episodes, including two specials (one 60 minutes, the other 90 minutes). Pre-production has begun on a new indigenous program.

More than 40 hours of indigenous programs were broadcast during 2001–02.

To date, SBSI has commissioned 94.5 hours of indigenous projects. During the year, it commissioned a further 15.5 hours of indigenous programs, while SBS Television broadcast 8.5 hours of SBSI-commissioned indigenous programs.

### One Hour Documentaries

**BLACK CHICKS TALKING** – Leah Purcell’s exploration of the lives of five very different indigenous women.

**THE RIDDLE OF THE BRADSHAW** – Are these the oldest existing cave paintings of humans in the world?

### Short Films

**MIMI** – A fast-paced comedy about a young urban professional who invests in Aboriginal art.

**BLACK TALK** – The moving story of two cousins reunited after many years apart.

**TURN AROUND** – A teenage love story.

**FLAT** – The story of a young girl having adulthood forced upon her.

**SHIT SKIN** – A road movie meets the Stolen Generation.

### Comedy Series

**THE MARY G SHOW** – Five-part cabaret-style series from Broome, Western Australia.

### Half-Hour Documentary

**TRESPASS: YVONNE MARGARULA-FIGHT FOR COUNTRY** – One woman’s fight to save her people, their language and land.

### Documentary

**JANE ELLIOTT: THE AUSTRALIAN EYE** – A television workshop about race relations.

### Documentary Series

**FIRST AUSTRALIAN NATIONS** – A series of eight one-hour programs exploring the history of Australia’s first indigenous nations.

# GENERAL PROGRAMMING

## BROADCAST HOURS

SBS Television broadcast 6,657 hours of programming during 2001–02, of which 52% was in languages other than English. A total of 2,635 programs, from 72 countries, were broadcast. These programs, containing 150 languages, depicted 217 cultures. (*Appendix 9*)

Most of these programs were accessible to the widest possible audience through the use of English language subtitles, including 613 hours of programming that was subtitled by SBS. News and current affairs programs accounted for 40% of total broadcast hours, films 33%, and documentaries and documentary series 15%. (*Appendix 3*)

## DOCUMENTARIES

SBS Television shows more documentaries and documentary series than any other free-to-air network – an average of 17 hours per week.

These documentaries, either commissioned from independent Australian filmmakers or purchased internationally, cover a very broad range of subjects: current affairs and politics, human relationships, science, the arts, religion and spirituality, sexuality and gender issues, race and racism, culture, food and health, and ancient and modern history. The majority of these are 30 or 60 minutes in length, although feature-length documentaries also are occasionally scheduled.

Simon Schama's outstanding *A HISTORY OF BRITAIN* was the highest rating program of the year (after the World Cup) with audiences of over 600,000 for each episode.

Other popular series included: *SECRETS OF THE STONE AGE*, which went back to the Neolithic Age and uncovered a level of cultural and technical sophistication that has never before been examined

in detail; *SECRETS OF THE DEAD*, which explained archaeological discoveries, and *CONQUISTADORS*, which detailed the Spanish conquest of South America. All these programs held regular positions in SBS's top 30 programs list. Other significant Sunday evening programs included *WATER: THE DROP OF LIFE*, an examination of the cultural, political, physical and spiritual importance of water to humans; *QUEEN VICTORIA'S EMPIRE*, the history of her reign and the monumental social changes over which she presided; and *LIGHT THROUGH ASHES*, a history of Christianity and evolution.

In other time slots, SBS provided different views on the Palestinian conflict with *UNREPORTED WORLD* and *LIVE FROM PALESTINE*; continued its examination of the Nazi era with *HITLER'S HOLOCAUST*; reviewed scientific and environmental issues in David Suzuki's *THE NATURE OF THINGS*; exposed Ireland's rich musicality in *FROM A WHISPER TO A SCREAM: THE HISTORY OF IRISH ROCK MUSIC*; and revealed the stark reality of the Gulf war in Werner Herzog's documentary *LESSONS OF DARKNESS*.

Other high rating documentaries were: two very different documentaries on former Chilean dictator, Augusto Pinochet, *THE PINOCHET CASE* (two part) and *I LOVE PINOCHET*; the alleged role of Henry Kissinger in the overthrow of Chile's Allende government, *THE KISSINGER CASE*; the Academy award nominated *SCOTTSBORO: AN AMERICAN TRAGEDY*; John Pilger's *THE NEW RULERS OF THE WORLD*; the SBSI documentary *SECRET SAFARI*; an investigation into *WHAT SANK THE KURSK*; *THE FEMALE ORGASM*; *J.R.R. TOLKIEN: AN AWFULLY BIG ADVENTURE*; *THE UNKNOWN PETER SELLERS*; *SAUDI TIME BOMB*; and *PAUL ROBESON: HERE I STAND*.

Three documentaries were shown to coincide with SBS's World Cup coverage: *LOVE UNITED*, *THE INDOMITABLE LIONS* and the SBSI-commissioned *SOCCER DREAMS*.

1



2



3



1. Elvis Costello and the Brodsky Quartet – *The Juliet Letters* 2. *The History of Britain* 3. *Hunting Bin Laden*

## FEATURE FILMS

SBS Television broadcasts an average of 18 films each week, including more prime time films than any other free-to-air network. Recent movies are presented every weeknight, 'cult' movies on Saturdays and 'classics' on Sundays.

Among the most popular films were: the Italian blockbuster *THE CYCLONE*; the Dutch drama *BASED ON THE NOVEL*; the cult classic *THE SINFUL NUNS OF SAINT VALENTINE*; French period dramas *ARTEMISIA* and *MARQUISE*; a two-part Swedish refugee story *THE NEW COUNTRY*; the German thriller *A FATAL ONLINE AFFAIR*; and, a romantic lesbian comedy from Canada, *BETTER THAN CHOCOLATE*.

## DRAMA SERIES

The third series of the Austrian police drama, *INSPECTOR REX*, consistently featured in SBS's top 10 programs and over the past 12 months a number of drama series from various countries were featured in the late night time slot.

## COMEDY

Comedy programs, from the USA, Canada and Britain, are among the most popular programs in the SBS schedule. A new series of *SOUTH PARK* continued to attract strong audiences. Other imported comedies included *POND LIFE*, *THAT'S MY BUSH*, *AAGH! IT'S THE MR HELL SHOW*, *STELLA STREET* and *OPERATION GOOD GUYS*.

## ARTS PROGRAMS

As in previous years, opera seasons featured in our three-hour Arts on Saturday time slot. These seasons were in addition to our regular arts programming. Highlights from this year's Sunday evening Masterpiece series included documentaries on the filmmakers Alain Resnais, Fritz Lang, Jean Renoir, Emir Kusturica, Humphrey Jennings, Federico Fellini and Luchino Visconti; artists John Perceval, Bernard Buffet, William Kentridge, Alexander Calder and Rene Magritte; writers Naguib Mahfouz, J.R.R Tolkien, Nadine Gordimer and James Joyce; architects Frank Gehry and Oscar Niemeyer; singers Paolo Conte, Yvonne Kenny, Magdalena Kozena, Barbara Hendricks and Jeff Buckley; and the pianist Leif Ove Andsnes. Many of the programs shown in Masterpiece and Arts on Saturday were scheduled to coincide with tours and performances around Australia.

## SEASONS

Throughout the year a number of special seasons examined specific themes through a broad range of feature films, documentaries, short dramas and comedies. These seasons, unique to SBS, allow single issues and topics to be examined and analysed from a variety of perspectives.

Due to the significance of events of 11 September 2001, and afterwards, many documentaries dealing with the myriad issues that arose were screened. They included from WGBH Boston, *HUNTING BIN LADEN*, *TARGET AMERICA*, *LOOKING FOR ANSWERS*, *GUNNING FOR SADDAM*, and a repeat of *THE SURVIVAL OF SADDAM*. Other programs included the BBC documentaries *LETTER TO AMERICA* and *LETTER FROM AMERICA*, and *DANGEROUS STRAITS* that looked at China's position within the new global coalition against terrorism.

A three-week series of programs, beginning in late July 2001, focused on our Pacific island neighbours. These included: *ISLANDS* (cultural concerns of the son of a German father and Samoan mother); *AN EVERGREEN ISLAND* (troubles in Bougainville); *IN THE NAME OF GROWTH* (economic changes in Fiji); *RIISING WATERS* (the legacy of greenhouse gas emissions); *THE TRUTH ABOUT MAORI* (debunking indigenous stereotypes); *SINCE THE COMPANY CAME* (the Solomon Islands sugar industry); and *CANECUTTERS* (a historical look at Queensland's sugar cane workers).

## SPECIAL EVENTS

- **NAIDOC Week**

Almost eight hours of programming were scheduled to acknowledge NAIDOC Week. These programs appeared throughout the schedule and included the SBSI-produced documentaries MINYMAKU WAY: THERE'S ONLY ONE WOMEN'S COUNCIL, MR STREHLOW'S FILMS and a repeat of the movie VACANT POSSESSION.

- **World AIDS Day**

The Insight Special SAFE SEX FATIGUE, an examination into the increased incidence of unsafe sexual practices among the gay community in Australia, was shown to acknowledge World AIDS Day on 1 December.

- **Australia Day**

Australia Day was acknowledged by the transmission of a number of relevant programs, including a repeat of THE CANECUTTERS, a short history of Queensland's multicultural sugar cane industry; JAMES MORRISON AND JUDY BAILEY: A MEETING IN THE MIDDLE, a SBS Youth Orchestra performance with Bailey and Morrison; and the SBSI-commissioned programs DIY-TV and HOME MOVIES.

- **International Women's Day**

This day was marked with the documentary COMBAT WOMEN, which examined the role of North Vietnamese women during the Vietnam War, and THE DAY I BECAME A WOMAN, an Iranian feature exploring the status of womanhood in southern Iran with three simple and surreal stories.

- **Holocaust Day**

MY DEAR PERLA, the story of Perla Ovitz, a Hungarian-Jewish dwarf and circus performer, upon whom Josef Mengele conducted a series of experiments in Auschwitz, is the subject of this tender documentary about survival.

- **Anzac Day**

Anzac Day saw repeats of GALLIPOLI: A HISTORY IN THE DEPTHS, THE CROSSING, FORGOTTEN VOLUNTEERS and the AUSTRALIAN BIOGRAPHY story of Tom Uren.

- **Mother's Day**

A special screening of the SBSI documentary MAMADRAMA: A HISTORY OF THE JEWISH MOTHER IN CINEMA was scheduled on Mother's Day.

- **Autism Week**

Temple Grandin, a 52-year-old woman who has overcome her autism to become, among other things, a professor at the university of Colorado helps to explain the strange and often frightening behaviour of autistic people in AN ANTHROPOLOGIST ON MARS.

- **East Timor Independence Day**

To commemorate the first anniversary of East Timor's independence, SBS broadcast the SBSI-commissioned documentary EAST TIMOR: CHILDREN OF THE CROCODILE.

## SPECIALS

THE 2002 EUROVISION SONG CONTEST.

THE 2002 FARADAY LECTURE.

THE 2002 SAN REMO FESTIVAL OF ITALIAN SONG.

THE 2002 IF (INDEPENDENT FILM) AWARDS.

TOP 50 PROGRAMS 2001

Programs

A HISTORY OF BRITAIN
PIZZA
LIFE SUPPORT
SECRETS OF THE STONE AGE
THE VIKING SAGA (Rpt)
ISLAM: EMPIRE OF FAITH (Rpt)
SOUTH PARK
SECRETS OF THE ANCIENTS (Rpt)
CATASTROPHE
MEET THE ANCESTORS: CANTERBURY SPECIAL
HUNTING BIN LADEN (Rpt)
WHAT SANK THE KURSK?
GLADIATORS: THE BRUTAL TRUTH (Rpt)
HUNTING BIN LADEN (Rpt)
WORLD NEWS TONIGHT (Mon–Fri)
EVOLUTION
WORLD NEWS SUNDAY
500 NATIONS: THE STORY OF NATIVE AMERICANS
42 UP
JEFFERSON’S BLOOD
LOOKING FOR ANSWERS
EMPIRES: NAPOLEON
CONQUISTADORS
SECRETS OF THE PYRAMIDS
ON THE RIO BEAT
WORLD NEWS SATURDAY
THE MISSING LINK
DATELINE
CRAZY DANCING
MEET THE ANCESTORS
TARGET AMERICA
MINE SEEKERS
BATTLE FOR THE GULF
WORLD NEWS (Mon–Frid)
DANGEROUS STRAITS
INSPECTOR REX
THE SURVIVAL OF SADDAM (Rpt)
GALLIPOLI: HISTORY IN THE DEPTHS
THE 1900 HOUSE
ENGLISH PREMIER LEAGUE
THE GUCCIS: A DYNASTY
NEANDERTHAL
HITLER: A PROFILE (Rpt)
NATURE OF THINGS: THE SLEEP FAMINE
THE FEMALE ORGASM
THE CANECUTTERS
COMING TO LIGHT: EDWARD S. CURTIS
QUADS!
PIN UPS
EMPIRES: THE GREEKS (Rpt)

\*The list covers the 2001 calendar year and thus does not include the World Cup

000s

Documentary Series	737
Comedy Series	692
Comedy Series	520
Documentary Series	509
Documentary Series	500
As It Happened	477
Comedy Series	474
Documentary Series	471
Documentary Series	467
Documentary	457
Special	452
Cutting Edge	449
Documentary	447
Cutting Edge	446
News	441
Documentary Series	433
News	429
Documentary Series	429
Documentary Series	427
As It Happened	426
Cutting Edge	421
Documentary Series	419
Documentary Series	415
As It Happened	414
Cutting Edge	405
News	405
As It Happened	401
Current Affairs	401
As It Happened	398
Documentary Series	396
Cutting Edge	394
Cutting Edge	391
Documentary Series	387
News	385
Cutting Edge	385
Drama Series	373
Cutting Edge special	366
As it Happened	364
Documentary Series	363
Soccer	357
As It Happened	352
Documentary Series	345
Documentary Series	344
Documentary Series	341
Documentary	338
Documentary	335
As It Happened	334
Comedy Series	330
About Us	329
Documentary Series	329

## RATINGS AND REACH

During 2001, more than 7.6 million people tuned to SBS Television each week. In the five major cities – Sydney, Melbourne, Brisbane, Adelaide and Perth – the average weekly reach was 5.4 million viewers and SBS's audience share of home viewing between 6pm and midnight was 5.2%.

OzTAM and A.C.Nielsen surveys in 2001 showed that nationally SBS Television reached

almost 58% of all homes in an average week, a 9% increase over the previous year due to the continued roll out of SBS's analogue service to remote and isolated areas of Australia. However, the OzTAM and A.C.Nielsen figures do not include homes in Darwin and in the 152 locations in Australia where SBS is received via self-help transmitters. The potential audience in Darwin and these self-help areas exceeds 200,000.

### Weekly Reach of Audiences in Service Areas

	Homes Potential 000s		Homes Reach %      000s		People Reach %      000s	
<b>FIVE MAJOR CITIES</b> Sydney, Melbourne, Brisbane, Adelaide, Perth		4,659	59.1	2,755	41.1	5,394
<b>NSW REGIONAL</b> Northern Rivers, Newcastle, Wollongong, Canberra, Orange/Dubbo/Wagga, Tamworth, Taree		1,144	56.5	646	37.7	1,133
<b>VICTORIA REGIONAL</b> Ballarat, Bendigo, Gippsland, Shepparton, Albury		389	48.6	189	33.6	351
<b>QUEENSLAND REGIONAL</b> Maryborough, Toowoomba/Darling Downs, Cairns, Rockhampton, Townsville, Mackay		523	55.6	291	36.1	494
<b>TASMANIA</b> Hobart/Sth'n Tasmania, Launceston/Nth'n Tasmania		180	60.0	108	43.3	203
<b>National Totals</b>	<b>2001</b>	<b>6,895</b>	<b>57.8</b>	<b>3,989</b>	<b>39.9</b>	<b>7,575</b>
<b>TRENDS</b>	2000	6,779	49.8	3,375	32.8	6,134
	1999	6,470	51.3	3,320	34.5	6,178
	1998	6,292	50.5	3,179	33.7	5,824
	1997	6,527	47.4	3,097	30.5	5,210
	1996	5,765	45.8	2,640	29.0	4,856
	1995	5,326	45.3	2,413	29.2	4,541
	1994	5,250	42.2	2,216	27.5	4,229

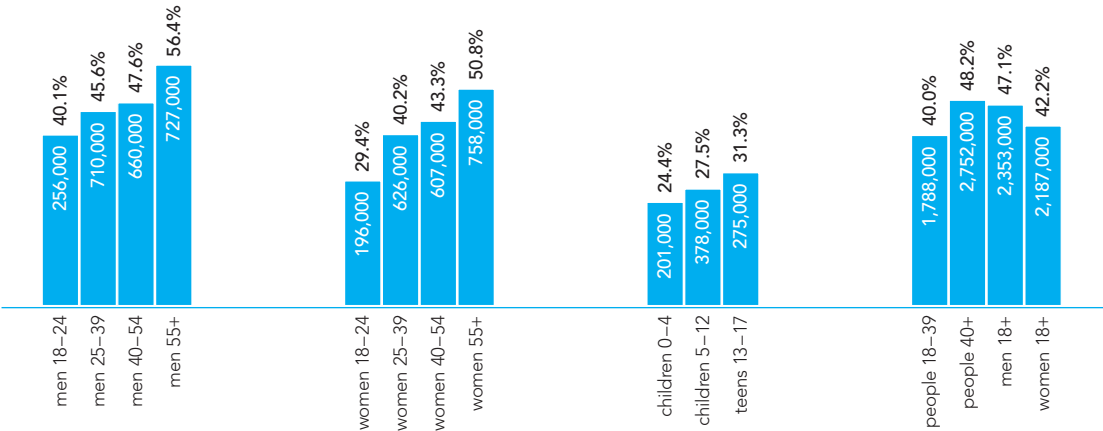
**Note:** The above covers audiences only in the areas measured by A.C. Nielson and ATR and have not included Darwin since 1998. Areas for which audience reports are not received such as those covered by 152 'self-help' transmitter services, would increase the average weekly SBS audiences to approximately 7.6 million people.

SBS achieved significant audience gains in all prime time program categories as well as in all key audience demographics. An analysis of average weekly audiences in 2001 compared to 2000 shows that:

- National audiences increased by 1.44 million people per week – 23.5%
- Sydney, Melbourne, Brisbane, Adelaide and Perth combined audiences increased by 1.14 million people per week – 26.9%
- Regional audiences increased by 297,000 people per week – 15.8%
- News audiences increased – 37.2%
- Current Affairs (DATELINE and INSIGHT) audiences increased – 57.7%
- Documentary series (MASTERPIECE, THE CUTTING EDGE, AS IT HAPPENED and ABOUT US) increased – 46.3%

Weekly Reach by Age and Sex

(Key Demographics/Sydney, Melbourne, Brisbane, Adelaide and Perth combined)

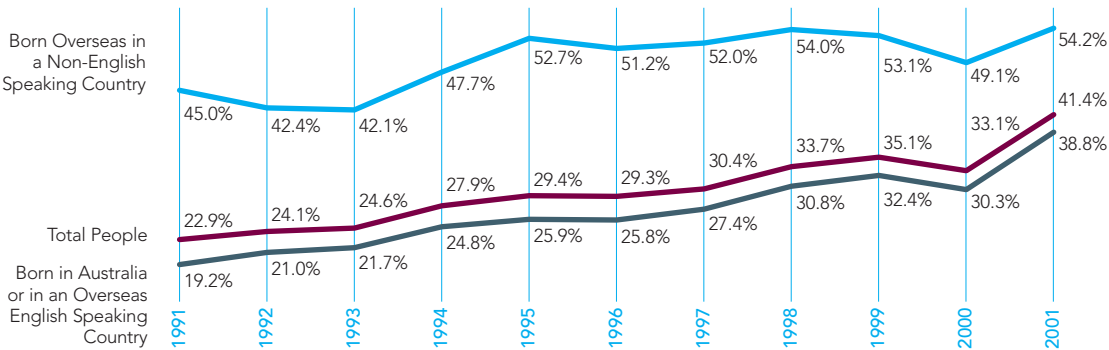


VIEWING BY ETHNICITY

Viewing of SBS Television by people born overseas in a non-English speaking country, and those born in Australia or in an overseas English-speaking country, increased substantially in 2001 over the previous year.

The table below shows that while SBS Television reached 41.4% of all Australians in an average week, it had a higher than average appeal (54.2%) among those viewers born overseas and of non-English speaking background.

Weekly Reach by Ethnicity



The above figures were compiled from the regular industry audience reports of A.C. Nielson and OzTAM (2001).

**Note:** Some decrease in SBS audiences in 2000 by comparison with 1999 resulted in part from telecasts by Network 7 of The Olympic Games during September 2000.

## AUDIENCE SURVEYS AND FEEDBACK

Over the past five years, SBS Television has commissioned a number of qualitative surveys to investigate a range of key issues that are relevant to SBS's role as a multilingual and multicultural broadcaster.

These national Newspan surveys canvassed the opinions of people 18 years of age and over. They found that SBS has maintained its favourable image among the respondents and continues to be seen as a valued alternative to other free-to-air television networks.

### It is important that SBS be available to provide an alternative to the commercial stations.

Strongly Agree	62.9%
Somewhat Agree	22.7%
<b>Total Agree</b>	<b>85.6%</b>
Somewhat Disagree	5.5%
Strongly Disagree	2.9%
Neither/Don't Know	6.0%

### It is important that SBS be available to provide an alternative to ABC Television.

Strongly Agree	49.0%
Somewhat Agree	28.5%
<b>Total Agree</b>	<b>77.5%</b>
Somewhat Disagree	9.4%
Strongly Disagree	5.7%
Neither/Don't Know	7.4%

### SBS has types of programs you would never see on other TV stations.

Agree	83.0%
Disagree	3.3%
Neither/Don't Know	13.7%

### SBS has better coverage of overseas news than other TV stations.

Agree	59.7%
Disagree	12.3%
Neither/Don't Know	28.0%

SBS plays an important role in today's culturally diverse society.

Very Important	42.0%
Somewhat Important	43.1%
<b>Total Important</b>	<b>85.1%</b>
Not Important	7.7%
Don't Know	7.2%

### Value of SBS Television.

I wouldn't be without SBS	17.6%
I find a lot of value in SBS	11.1%
I find a reasonable amount of value in SBS	41.8%
<b>Find value in SBS</b>	<b>70.5%</b>
I find little value in SBS	23.7%
None/Don't Know	5.8%

Almost 50,000 telephone calls and emails were logged by the SBS switchboard in 2001–02.

Of these, 33% were from viewers who contacted SBS to either compliment the Corporation or praise SBS Television for its programming. Only nine per cent were from viewers who criticised SBS or complained about a program.

A further 17% were enquiries about television reception. This higher than usual figure was due to a series of major transmission changes, including the relocation of the Sydney transmitter. Of the remaining calls and emails, 19% concerned program sales and merchandising, and 22% were general program enquiries.

More than 1,500 letters were received by SBS Publicity. Of these, 40% requested program information or tape copies of a program; 14% complimented SBS; 12% complained about SBS programs or the Corporation; and 34% were miscellaneous or general comments.

More than 1,000 'viewer enquiry forms' – supplied by SBS and designed to streamline common viewer requests – were mailed or faxed to SBS Publicity.

SBS Programming responded to 425 letters, including: 215 complaints about program content; 61 requests for repeat transmissions or further series; 33 requests for programs with particular content; 30 correspondence redirected elsewhere; 25 compliments on scheduling; 18 enquiries as to the availability of programs for purchase; 11 requests for further information about programs; 11 complaints about scheduling; nine general scheduling enquiries; seven compliments on content; and five requests for program transmission times.

## TELEVISION TRANSMISSION

SBS directly operates 210 analogue television transmitters through contracts with three service providers, Broadcast Australia (previously ntl), Broadcast Engineering Services and Imparja. SBS Television is also re-transmitted by a further 152 self-help transmitters owned and operated by local communities in remote areas of Australia. Twelve of the SBS operated transmitters and 20 of the self-help transmitters began service in 2001–02. (Appendix 2)

### SELF-HELP TRANSMITTERS

Many of the new self-help transmitters received government assistance through the Federal Government's 'Black Spot' program designed to overcome small pockets of poor reception. When completed, this program is likely to see about 100 additional self-help transmitters providing SBS programs.

The Self-Help Subsidy Scheme, funded by the Federal Government and administered by SBS, provides eligible self-help community groups or local government instrumentalities with 50% of their start-up capital costs for transmitter installations. Two booklets, *Self-Help Guide* and *Self-Help Subsidy Guidelines* are available from SBS Transmission Services and the text of both publications can be accessed on the SBS website.

### ANALOGUE RELOCATION AND ROLL OUT

In April 2002, SBS relocated its Sydney analogue television service to the Artarmon transmitter site, effectively increasing the antenna height by about 40 meters and improving reception in many areas. The old antenna at Gore Hill provides an invaluable standby facility.



## SUPPORTING LIFE ON A SLICE OF PIZZA

In my first week at SBS, I was given a copy of a just-finished pilot to view. It was edgy, it was 'in your face' and it was funny – which is pretty essential for comedy. I audience-tested it on my own kids and they immediately called a couple of their friends to run it again for them. I knew we were on to something. PIZZA, the brainchild of Paul Fenech, follows the adventures of two gormless delivery-boys, Pauly and Sleek (the Elite), working for a pizza shop down the wrong end of town. Their boss is the tight-fisted Bobo, with poor industrial practices and a domineering Mama.

The extension of SBS's analogue service to 79 new locations of 10,000 or more people was completed in September 2001. A second extension phase – this time to communities with populations over 5,000 – began during the year and is expected to be completed by 2004.

### DIGITAL TELEVISION

SBS's digital television service is now available in Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Hobart, Darwin and Newcastle. In all areas except Darwin and Hobart, additional services, including SBS HDTV, World News, two Radio services and closed captions, are included in the digital transmission.

Plans are in place to extend SBS's digital service to an additional 17 locations, including sites serving the Gold Coast, Sunshine Coast, Sydney translators, Newcastle and Central Coast translators and the Illawarra region in 2002–03. These locations were chosen in order to co-ordinate the digital rollout with the ABC and the three commercial television networks. SBS continues to work with the rest of the industry to minimise interference resulting from the introduction of new digital services. It is heavily involved with the industry in standards setting, common operational practices, receiver performance matters and conformance issues.

### DIGITAL CAPITAL PLANNING

2001–02 was the fourth year of SBS's five year Phase One Digital Capital Plan. This plan provides for \$22.7 million over five years to convert SBS's standard definition television and radio studio equipment from analogue to digital technology. Of the total funds required, SBS is contributing \$5 million and the Government \$17.7 million.

Expenditure in 2001–02 was \$1.894 million comprising \$0.907 million for television and \$0.987 million for radio. The expenditure on radio is lower than the previous year as a consequence of the continuing high level of resources that have been devoted to the establishment of SBS's digital television services.

The 2001–02 financial year was the second year of SBS's Phase 2 Digital Television Strategy Plan. This plan covers the estimated expenditure requirements to convert SBS's television transmission network, and related studio and distribution systems, from analogue to digital technology. The Phase 2 plan is scheduled to run for nine or more years.

The boys journey through the mean streets of contemporary urban Australia, set upon by the spivs, psychos and opportunity merchants that populate it. It's a cartoon version of a world familiar to those under 30 and a twisted reflection of multicultural Australia. Politically incorrect and broad working class, PIZZA delivers compelling, original humour.

PIZZA proved that SBS can be a prime developer of new Australian comedy and we've actively sought further comedy ideas. From independent producers, McDonald Eastway, came a proposal for a show that turned bland, facile lifestyle television on its face. What particularly caught my eye was a suggested gardening segment about Pol Potting mix, a blood-and-bone product in short supply. That, I thought, is satire with a savage edge.

This was LIFE SUPPORT and on the strength of two pilots, a 10-part series was commissioned for broadcast paired with PIZZA. A second series followed and this time LIFE SUPPORT was paired with JOHN SAFRAN'S MUSIC JAMBOREE.

Presented by four archetypes of lifestyle programming – Todd, the handyman, Sigourney, the "Modern Woman", Penne, the youthful scam-merchant and the odious misogynist Dr Rudi, combining men's health and financial advice – LIFE SUPPORT has hit a chord with viewers and is another successful incursion by SBS TV Production into the risky world of comedy.

Craig Collie

Manager, SBS TV Production

Phase Two digital expenditure in 2001–02 was \$13.055 million comprising \$2.277 million capital and \$10.778 million in recurrent expenditure. The capital expenditure was predominantly associated with the further construction of SBS's digital playout facilities while the recurrent expenditure was for the provision of SBS's digital transmission and distribution services. The recurrent expenditure grew progressively throughout the year as new digital television services were established.

## SBS SATELLITE SERVICES

SBS continues to deliver its analogue television and radio programming to most of its network of television and radio transmitters by means of four digital satellite services. These are carried on the Optus B3 satellite and cover the full geographic area of Australia including Lord Howe Island and Norfolk Island. They deliver programming in the correct local time to all SBS analogue transmitters except for those in the Northern Territory outside of Darwin. A local time zone delay unit at the Darwin transmitter site adjusts SBS programming to the correct local time for SBS's Darwin audience.

The satellite technology uses digital compression to provide a cost-effective and highly reliable service. The four satellite service time zones are: SE Australia, Queensland, South Australia and Western Australia. These services also provide SBS programming to over 100 of SBS's self-help rebroadcast services.

SBS's satellite services share a common delivery technology with the ABC and the regional broadcasters Prime TV, Southern Cross Broadcasting (SCB), Imparja and WIN TV. As well as feeding our network of transmitters, these services also provide a direct to homes (DTH) satellite service across Australia to about 25,000 households mainly in more remote areas. These DTH services provide viewers with both SBS and ABC television and radio as well as two of the commercial television services, depending upon where viewers live. This system is referred to as the Remote Area Broadcasting Service (RABS).

SBS delivers its radio and television programs directly or indirectly to a network of 396 re-broadcast transmitters across Australia, using the Optus satellite service. SBS also provides a duplicate Western Australian satellite service delivered through PanAmSat's PAS2 satellite. This service is provided through an arrangement with Telstra.

NTL Australia, SBS's major business partner in the field of broadcast transmission, was sold to Macquarie Bank during the year. The impact of the sale required careful consideration by SBS, involving extensive consultation and negotiation with the parties concerned leading up to the sale.

IT WAS A BUSY AND DEMANDING YEAR FOR SBS RADIO. MAJOR NATIONAL AND INTERNATIONAL EVENTS DOMINATED THE NEWS; SBS RADIO EXTENDED ITS REGIONAL COVERAGE TO BATHURST; THE OUTSIDE BROADCAST UNITS TRAVELLED TO 62 CITIES AND TOWNS NATIONWIDE; MORE THAN 600 COMMUNITY CONSULTATIONS WERE HELD; SIX RADIOATHONS RAISED MORE THAN \$1 MILLION; AND SBS ONLINE WAS EXPANDED WITH INCREASED FOCUS ON YOUTH PROGRAMMING.



# SBS RADIO

## PROGRAMMING

SBS Radio broadcasts in 68 languages – more than any other broadcaster in the world – and each week transmits more than 650 hours of programming, including news – local, national and international – and a mixture of current affairs, interviews, talk-back, community information, sport and music.

SBS Radio is a powerful tool in meeting the settlement, information and communication needs of Australians of non-English-speaking backgrounds. The broadcaster/journalists present to their listeners the widest possible range of programs and information. More than 15,000 hours of individual programs are broadcast each year and every day 36 unique news bulletins are produced.

Beginning at 6am, a different language program is heard every hour. Programs are based on language not ethnicity. The major language programs are broadcast twice daily, seven days a week, while some smaller language groups broadcast only one hour a week. How much airtime a particular group is allocated is calculated according to the size of the community as well as other factors including proficiency in English, unemployment levels, the number of people aged over 55, and the proportion of new arrivals. (*Appendix 9*)

All language programs deliver specific community information – often through talkback, experts, panel discussions and street vox pops – and occasionally raise contentious community issues in order to inform listeners in an objective and fair manner. News stories and interviews provide background information, personal experiences and analysis of the events and issues affecting their communities and shaping Australia.

## NATIONAL AND INTERNATIONAL NEWS

SBS Radio news provides regularly updated news bulletins and features to the 68 language groups for use in their programs. During the year, 24,360 individual news stories were written. In addition, an average of 50 radio features were provided to language programs each month.

## BATHURST TUNES IN

John Payne was a man with a mission. A decade earlier he'd successfully run a citizens' campaign to get SBS Television to Bathurst. Now he had SBS Radio – with its multiple language broadcasts – in his sights.

As Vice Principal of Bathurst High School, John was well aware that among Bathurst's 30,000 residents were people from 45 different ethnic backgrounds, some of whom had family links dating back to the earliest pioneers and the district's 19th century gold rush.

Today, Bathurst's ethnic mix is bolstered by a number of international students and academics at Charles Sturt University.

With such a diverse population, it's no wonder that so many people signed up when John launched his



The September 11 attacks in the United States and their aftermath were comprehensively reported and analysed. In the week following the attacks the SBS Radio national newsroom provided 176 news items and 286 audio reports that accompanied hundreds of segments produced by the language programs themselves. As a temporary measure, additional programs in Dari and Pashtu were broadcast each week.

Trouble at the Port Hedland and Woomera detention centres and the ongoing debate over conditions within the centres dominated much of SBS Radio's news during the year. Coverage also included the ongoing story of the asylum seekers from the Norwegian merchant ship, Tampa, the 'Children Overboard' inquiry, the political and community response to the drowning of 350 people in a capsized Indonesian vessel, the debate over proposed anti-terrorism legislation, and planned changes to Australia's migration zone.

SBS Radio provided extensive coverage of the federal election campaign and the results, including the policies of the political parties in areas such as education, immigration and asylum seekers, health and aged care, industrial relations and the 'war against terrorism'. SBS Radio interviewed most candidates who spoke a language other than English, and listeners were able to talk to studio guests about the policies of the different parties.

The Commonwealth Heads of Government Meeting in Brisbane was reported comprehensively. A total of 57 news stories, 11 features and eight interviews were broadcast, along with many language-specific interviews conducted with various heads of state and other delegates.

## GENERAL PROGRAMMING

SBS Radio continued to provide comprehensive and balanced coverage of a variety of issues, including taxation, ageing, housing, health and education, indigenous rights and the introduction of the Euro.

Human Rights Day was marked with special programming in all 68 languages. During the week (8–14 December 2001) broadcasts ranged from individual interviews and features to entire programs. SBS Radio compiled a special CD and report for the United Nations.

To highlight Harmony Day, many language programs produced special features with topics ranging from reconciling differences between parents and their children, harmony in business, and how the community can contribute to a harmonious Australia.

SBS for Bathurst Committee. The grassroots campaign to bring SBS Television to Bathurst raised \$60,000 to erect a transmission tower on the top of Mount Panorama to receive the SBS signal.

That was in 1994, but the SBS for Bathurst Committee members were not content to stop there. They had discovered that SBS Television added to the quality of their life and so when they heard about SBS Radio, they wanted to be part of that action too.

The Bathurst community used money left over from the SBS Television fundraising campaign, topped up with a Federal Government Self-Help subsidy, to fund the additional transmission equipment needed to receive SBS's National Radio Network.

Years of hard work culminated on Thursday 30 May when the signal was officially switched on. The occasion was covered by the SBS Radio's weekday current affairs program, World View. My co-presenter, Greg Dyett, who was anchoring the program in Melbourne, crossed live to me at the Bathurst

Convention and Function Centre where excited members from the local community were assembled for the official launch.

World View listeners across the country heard John Payne explain the history of the community campaign to receive SBS Radio and then it was left to the Head of SBS Radio, Quang Luu, to officially welcome 88.9FM listeners to our growing regional Australia audience. Then, in a most fitting way to end the proceedings, two young women from Bathurst's Indian community, dressed in superb traditional costumes, performed a delightful dance of welcome and celebration.

**Caroline Davey**

SBS Radio World View

SBS Radio was a key sponsor of 'Europhoria', a project to farewell the old European currencies and usher in the Euro, which culminated in a special outside broadcast in Melbourne on 28 February 2002. Coverage of arts and culture continued with SBS Radio's attendance at major events including the Melbourne International Festival of the Arts, the Adelaide Festival, Carnivale in NSW and a number of language-specific film festivals. The multitrack studios in both Sydney and Melbourne were used extensively to record a variety of performers, both Australian and international.

## SPORT

A number of major national and international sporting events were covered throughout the year. These included the Australian Open Tennis Championships, the Australian Golf Open, the Australian Formula One Grand Prix and the 2002 Winter Olympics. For the first time, SBS Radio suspended some regular language programming to broadcast live coverage of the World Cup. In order to minimise disruption, this was largely confined to the last of the play-off matches, quarterfinals, semi-finals and the final. Some commentary was obtained from homeland broadcasters while other matches were called directly from SBS Radio studios.

The Aboriginal program covered the Eighth National Aboriginal and Torres Strait Islander Sports Awards.

## SBS RADIO ONLINE

Since it began in July 2000, SBS Online has carried more than 20,000 individual radio segments uploaded by broadcasters from all 68 language groups.

The process, assisted by the introduction of a new computer-based audio production and broadcast system, also allows the regular uploading of selected news items and currents affairs features in English and other languages on the SBS World News website.



# CELEBRATING YOUTH CULTURE

Imagine if the news was produced solely by people under the age of 25; the difference would be fascinating. The radio program **ALCHEMY** and the **WHATEVER** website have opened this kind of window, and it's been inspiring to witness new ideas blow in.

For their **WHATEVER** stories: Karishma Vyas joined two ambulance paramedics on their graveyard shift; Damon Carroll asked his friends to discuss what they hated most about him; and Anne Marie Middlemast dodged flying saucers in Melbourne's top kitchens to research a story on Melbourne's high stress chefs.

## ALCHEMY AND YOUTH RADIO

During the year, SBS Radio restructured and expanded its youth-oriented team which produces programs for broadcast and for the SBS website. Following the introduction of its Web initiative, WHATEVER in 2001, SBS Radio recruited a full-time senior radio producer and a team of three co-producers to develop new strategies for reaching a younger, more diverse audience. They extended broadcast hours for youth-oriented talks-music content, introduced a live interactive web-based radio chat room, and consolidated the ALCHEMY/WHATEVER brand names into new, interactive and engaging Youth Radio programs.

The major initiative was ALCHEMY TALKS, a national, two-hour live talk-music program (Thursday nights at 11pm) that incorporates stories from WHATEVER, cultural issues, current affairs, humour, sport, live-crosses to other countries and reports from interstate stringers. Different formats are being developed for each of the five other nights ALCHEMY is broadcast. ALCHEMY promotes its live chat room on the SBS website, cross-promotes the WHATEVER website, and regularly promotes SBS Television youth programs.

Bilingual broadcasts of the ALCHEMY program are planned. These will draw on the talents of young broadcasters who currently produce bilingual segments for their respective language groups. A revamp of the ALCHEMY website is also scheduled with plans to include an online forum for young artists and video-making and animation competitions.

## OUTSIDE BROADCASTING

Sixty-two outside broadcasts were held during 2001–02. Using two outside broadcast units, one based in Sydney and the other in Melbourne, SBS Radio participated in most major multicultural festivals. Several broadcasters and support staff flew to Darwin in June for the city's Glenti Greek Festival.

Earlier in the year, an outside broadcast was held in Bathurst to celebrate the start of SBS Radio broadcasts in that city and SBS Radio was strongly represented at the Adelaide Festival.

During the World Cup soccer finals, the OB units were located at several venues in Sydney and Melbourne where SBS Radio commentary in Turkish, German, Portuguese and Korean accompanied the open air television broadcasts.

Over at the ALCHEMY camp Patrick Abboud is keen to do a story on 'Queen Bitch', a western suburbs street racer, and for ALCHEMY's nightly live international reports, Nana described the commercialism of Berlin's famous underground clubs, Toni reported on student protests in Paris, and Moses walked us through the Punk market day in Mexico City.

This is youth content, SBS style.

WHATEVER ([www.sbs.com.au/whatever](http://www.sbs.com.au/whatever)) began in 2000 as a Radio and New Media project to create youth content. From an online magazine featuring 3–5 minute audio stories based on a fortnightly theme, WHATEVER has become the online home of SBS youth content including music, arts, writing and (coming soon) animation.

WHATEVER MUSIC, a project funded by the SBS-Film Victoria Accord, was the first step in expanding WHATEVER. Twenty-four bands and artists from diverse backgrounds were recorded and the music made available online along with features on the musicians.

Young filmmakers have been commissioned to produce music clips for 10 tracks and the bands are performing in concerts in Melbourne each month.

ALCHEMY morphed from a music-only program six nights a week into a program covering issues, arts, journalism, as well as music. ALCHEMY is possibly the only station where a Croatian Hip Hop track follows Japanese R'nB.

ALCHEMY and WHATEVER are created by a handful of young journalists, many of whom have migrant parents and are currently living the second-generation experience. They are all passionate about celebrating youth culture. Their brief is to challenge, subvert and open a window to the world for all young Australians. It's a young person's view of the world, not content dressed up for a youth audience.

**Lisa Main**  
**Suzie Hoban**

Producer, SBS Alchemy  
Melbourne Coordinator,  
SBS Multimedia

## SBS RADIO OUTSIDE BROADCASTS

<b>JULY</b>	Launch of SBS Radio in Wagga Wagga, NSW Live broadcast from Young, NSW World View live broadcast, Circular Quay, Sydney Why Learn German? Forum at La Trobe University, Vic
<b>AUGUST</b>	India Fair, Fairfield Showgrounds, Sydney Pakistan Independence Day – Coppin Hall, Melbourne
<b>SEPTEMBER</b>	Multicultural Children's Festival, Bankstown, Sydney Melbourne Fringe Festival Street Party, Fitzroy, Melbourne
<b>OCTOBER</b>	Filipino Fiesta, Bankstown Paceway, Sydney Multicultural Festival, Ashfield, Sydney FECCA Conference, Leichhardt, Sydney Turkish-Australia Day, Broadmeadows, Melbourne Oktoberfest, Royal Melbourne Showgrounds Sovereign Hill Festival, Ballarat, Vic Lygon Street Festa, Carlton, Melbourne
<b>NOVEMBER</b>	Fisher's Ghost Festival, Campbelltown, Sydney Maltese Language School, Horsley Park, Sydney
<b>DECEMBER</b>	Circular Quay, Sydney Philippine Festival, Laverton, Vic
<b>JANUARY</b>	Greek Festival, La Perouse, Sydney Australia Day Celebrations, International Passenger Terminal, Sydney Australia Day, Riverside Park, Melbourne Lunar New Year, Richmond, Melbourne
<b>FEBRUARY</b>	Vietnamese New Year Tet Festival, Warwick Farm, Sydney Vietnamese New Year Tet Festival, Docklands, Melbourne Korean Festival, Strathfield, Sydney Lunar New Year Festival, Springvale, Melbourne Holland Festival, Sandown Racecourse, Melbourne Chinese New Year Festival, Little Bourke Street, Melbourne Pako Festa, Pakington Street, Geelong, Vic Europhoria! Melbourne Town Hall
<b>MARCH</b>	Adelaide Festival, Victoria Square, Adelaide Shopping Mall, Arndale, Adelaide Henley Square, Adelaide Glendi Festival, Ellis Park, Adelaide Greek Festival, Brighton le Sands, Sydney Royal Easter Show, Homebush, Sydney Maltese Good Friday Celebrations, Horsley Park, Sydney International Women's Day, Luna Park, St Kilda, Melbourne CERES Harvest Festival, Brunswick, Melbourne In One Voice Jewish Festival, Caulfield, Melbourne Glendi Greek Festival, Lonsdale Street, Melbourne Williamstown Festival, Williamstown, Melbourne
<b>APRIL</b>	Assyrian New Year Celebrations, Fairfield, Sydney Songkran Thai Festival, Darling Harbour, Sydney Korean Beauty Pageant, Croydon, Sydney Slovenian Community Festival, Geelong, Vic
<b>MAY</b>	Buddha's Birthday Celebrations, Darling Harbour, Sydney Launch of SBS Radio service, Bathurst, NSW Buddha's Light Festival, Box Hill, Melbourne Japan Festival, Box Hill, Melbourne
<b>JUNE</b>	Mindil Beach Markets, Darwin Smith Street Mall, Darwin Casuarina Shopping Mall, Darwin Glenti Greek Festival, Darwin Korean World Cup Soccer, Croydon, Sydney Turkish World Cup Soccer, Auburn, Sydney Inala Shopping Centre, Brisbane Roma Street Parklands, Brisbane Golden Circle Business Breakfast, Brisbane Queen Street Mall, Brisbane World Cup Soccer semi-final, Broadmeadows, Melbourne

## PROGRAM RESCHEDULING

Towards the end of the year, SBS Radio began the first of a series of planned nationwide consultations with community groups to discuss proposed changes to SBS Radio's program schedules. With the publication of the results of the national census, SBS Radio will assess the need to revise its on-air schedules to ensure that they reflect the changing needs of Australia's diverse society. The first consultations, in Brisbane and Darwin, provided invaluable feedback and other meetings are scheduled for Sydney, Canberra, Adelaide, Melbourne, Perth and Hobart. By June 2002, SBS Radio senior management had already held briefings with the leaders of multicultural councils in a number of states.

As with the 1993 rescheduling of programs, SBS will rely principally on objective population figures from the Australian Bureau of Statistics (ABS) when making any adjustments to its schedules, either adding or withdrawing languages or increasing or decreasing hours of broadcast. While the main criterion will be the number of speakers in the different language communities, SBS Radio will also look at other factors such as fluency in English, proportion of new arrivals, people aged over 55 years and unemployment rates. New program schedules are expected to be introduced in early 2003. (*Appendix 7*)

## RADIOATHONS

SBS Radio maintained its impressive record of fundraising this year. It held six radioathons and raised a total of \$1,043, 323. They were for Westmead Children's Hospital in Sydney, Polish flood victims, the NSW Bushfire Appeal, the Royal Melbourne Children's Hospital, earthquake victims in Afghanistan, and funds for a ventilator in the Angkor Hospital for Children in Cambodia. Over the past five years, radioathons have raised \$5,173,000 for a range of community development projects and disaster relief work in Australia and overseas.

## AUDIENCE FEEDBACK

SBS Radio regularly engages with its audiences in a variety of ways: face-to-face at outside broadcast venues, listener feedback through talkback programs, and telephone calls, emails, faxes and letters. In addition, SBS Radio utilises a

sophisticated system of audience surveys. Each year, SBS Radio contracts an independent survey company – currently McNair Research, formerly Quadrant Research – to conduct phone interviews in languages other than English with households that converse in the targeted languages.

In the five years to 2001, 14,400 people were interviewed in 43 surveys – probably the most intensive and extensive independent listening surveys conducted by any broadcaster in Australia. In 2001–02, SBS Radio commenced re-surveying some languages – Italian, Greek, Arabic, Vietnamese, Mandarin, Cantonese, Turkish and Khmer. Re-surveys enable SBS to monitor the effectiveness of improvements made to individual programs. In future years, SBS is expected to re-survey most of the remaining languages i.e. Spanish, Polish, Macedonian, Croatian, Serbian, Slovenian, Bosnian, Maltese, Korean, Russian, Ukrainian, French, German, Dutch, Portuguese, Indonesian, Persian/Farsi, Thai, Hungarian, Assyrian, Hindi, Tamil, Sinhalese, Punjabi, Urdu, Bengali, Gujarati, Kannada, Romanian, Armenian, Laotian, Tongan and Samoan.

## COMMUNITY RELATIONS AND CONSULTATIONS

SBS Radio managers and staff maintained a high level of interaction with community, industry and international representatives, attending or hosting more than 630 meetings or official functions.

Each year, SBS Radio hosts community consultations at which representatives from individual language communities are invited to meet managers and broadcasters to discuss programming. This year, meetings in Sydney and Melbourne included: Aboriginal, Arabic, Armenian, Cantonese, Croatian, Dari, Greek, Japanese, Lithuanian, Maltese, Mandarin, Russian and Turkish.

Among the high level delegations to visit SBS, in Sydney and Melbourne, were representatives from China, Sweden, Italy, Cyprus, Romania, Chile, the Slovak Republic, Denmark, Ukraine, the Philippines, Portugal, India, Armenia, Vietnam, Lebanon, East Timor and Switzerland.

International functions attended by SBS Radio included a broadcast conference in East Timor, the Commonwealth Broadcasting Association's annual conference in Manchester, and discussions with international broadcasters, the BBC World Service, Deutsche Welle and Radio France International.

As a way to strengthen SBS Radio's relationship with its listeners and the broader community, a number of community projects were undertaken during the year. These included the SBS Federation Square Art Award that attracted entries from all states and territories and from artists from 25 different ethnic backgrounds; a special fund-raising appeal and outside broadcast to mark the distribution of the single European currency, the Euro; and a Harmony Day poster competition which attracted entries from more than 30 Victorian schools.

## COMMUNITY PROGRAMMING

SBS Radio's EasyNews project enjoyed a third successful year. A joint initiative with the Adult Multicultural Education Services (AMES) of Victoria and the Multicultural Affairs Unit of the Department of the Premier and Cabinet, EasyNews uses simple English news bulletins as a teaching aid. SBS produces these segments in its Melbourne studios and staff at AMES put them on-line and make them available to teachers and students each week.

An education forum on language retention, Why Learn German? was attended by SBS Radio's outside broadcast unit in Melbourne. SBS Radio, in partnership with the Victorian Department of Education and Training, has agreed to promote similar forums in the coming year as part of a program to encourage Year 10 students to continue their language studies.

SBS Radio's successful Homereach series reached a further eight language communities during the year. The series provides information about ethnic community health services to people who are housebound (as a result of age, frailty or disability) and to their carers. Homereach is jointly funded by the State and Commonwealth governments under their Home and Community Care Program and administered by the NSW Department of Ageing, Disability and Home Care. Segments were completed in Assyrian, Hindi, and Portuguese. Under a new funding agreement, production began on a further 20 languages, the first five being Tongan, Maltese, Indonesian, Cantonese and Punjabi. The programs are distributed to community radio stations around NSW for re-broadcast.

## NEW TECHNOLOGY

Phase Two of SBS Radio's Digital Audio Server Project was completed in May. Desktop PCs were installed with Virtual PCX software to enable broadcaster-journalists to use the new Netia Production System from their desks to prepare programs for broadcast using the Netia Presentation system in the Sydney and Melbourne studios. (See New Media 'Information Technology')

In accordance with its move to full digital production and broadcast, SBS Radio:

- awarded a contract to the Australian-French partnership of Syncrotech/Netia to develop a signal splitting system to enable the insertion of localised commercials in radio programs transmitted in Sydney and Melbourne. The System can be expanded to include other regional areas;
- signed a major contract with Klotz Digital Australia for 17 digital on-air studio mixers, with a further tender to come; and
- added a new facility to the Netia Audio Server System to provide automatic transfer of selected radio program segments to the SBS web server.

SBS Radio Technical Services installed an audio processor in the Brisbane transmitter in October to enhance signal quality, and switcher software in the Master Control Room was upgraded to enable more efficient preparation of switching schedules for SBS Radio's 15,000 hours of broadcasting each year.

To improve internal communications, the audio program link between Sydney and Melbourne was expanded to improve data exchange between the Digital Audio Server Systems in both centres. By changing carriers, the expanded bandwidth was cost neutral.

## RADIO TRANSMISSION

SBS directly operates 13 radio transmitters through contracts with Broadcast Australia. SBS Radio services are also received in Young, Wagga Wagga and Bathurst through self-help transmitters.

(Appendix 8)

COMBINING MULTIMEDIA PRODUCTION AND CORPORATE INFORMATION TECHNOLOGY INTO THE NEW MEDIA DIVISION HAS DELIVERED INNOVATION. DIGITAL PUBLISHING TOOLS ARE AT THE DISPOSAL OF CONTENT CREATORS THROUGHOUT SBS AND ADMINISTRATION COMMUNICATIONS HAVE BEEN ENHANCED BY NEW INTRANET FUNCTIONS. NEW MEDIA CREATED AND COMMISSIONED ORIGINAL CONTENT – NURTURING DIVERSE MUSICAL TALENT, ENGAGING AND EDUCATING YOUNGER AUDIENCES, AND PROVIDING COMPREHENSIVE INFORMATION SERVICES.



# NEW MEDIA<sup>®</sup>

## SBS WEBSITES

The year saw more new content published and more new websites created than in any previous year. Highlights included:

- New sites to support the weekly TV programs THE BUSINESS SHOW, ICAM, JOHN SAFRAN'S MUSIC JAMBOREE and LIFE SUPPORT.
- New Interactive forums were established for INSIGHT and DATELINE.
- A new website for SBS Independent providing a comprehensive catalogue of over 1,000 SBSI titles ranging from animated shorts to full-length features.
- The expansion of Radio Online to include all 68 languages broadcast by SBS Radio.
- Publication on the SBS website of GOLD, the first SBS educational website developed in association with eight Victorian cultural organisations.

The interactive site celebrates the history of gold in Australia and is promoted to schools, teachers and parents.

- A new GLOBAL VILLAGE site for SBS TV was completed with the help of a group of Swinburne University students, skilled in design and computer programming.
- A new interactive element for the popular MOVIE SHOW web site was developed with a full registration service to ensure a high standard of content.

## WHATEVER MUSIC

The Whatever Music project is a joint venture with Film Victoria to develop music and performance content for SBS's WHATEVER website and SBS Radio's youth program, ALCHEMY.

More than 400 bands submitted material to the project and SBS joined Universal Records to release two CD compilations of the best 24 bands and artists under the label THE SBS WHATEVER SESSIONS. Ten emerging filmmakers or multimedia artists have been commissioned to create a video clip of the band of their choice. The clips may be produced as video, Flash, Shockwave or another digital format for web presentation, but the raw material must be produced at television broadcast standards.



## A GOLDEN SUCCESS

I am used to editing news stories, press releases and other factual documents dealing with recent events. Until I had a brief stint as the editor of the GOLD! website, I hadn't touched a word of history. History seemed a bit daunting, something to be etched in stone rather than dashed off to a deadline. Australia of the mid-nineteenth century was unfamiliar to me and the aim of building a comprehensive online resource that would be useful and interesting to students studying this period was a challenge.

Many of the writers who contributed articles to the site did their research in the State Library of Victoria. The sense of history could not have been more palpable in such an elegant old building, generously

## THE WORLD CUP ON WWW.THEWORLDGAME.COM.AU

theworldgame.com.au website, one of Australia's most popular sports websites, was significantly upgraded in content and functionality in preparation for the 2002 World Cup. It was designed to complement and promote SBS Television's positioning as 'Your World Cup Network'.

Exclusive content included live scoring for all games, commentary, interviews, news reports and 'phone cam' video provided by a specialist online reporter in Japan and Korea. SMS (mobile phone) services featuring Les Murray's voice and text reports were a new feature.



## NEW WEBSITES AND DESIGNS IN PRODUCTION:

www.foodandwine lovers.com.au – Australia's World Feast – is a major new portal under construction by SBS Multimedia. It will be launched in tandem with the third series of THE FOOD LOVERS' GUIDE TO AUSTRALIA on SBS Television. Also under development is CORNERFOLD that will showcase writers and comic creators in an online magazine of original multimedia-rich fiction, photo-essays and reportage. SBSin, SBS Marketing's site for media buyers, is being redeveloped. The SBS homepage and theworldnews.com.au are being completely redesigned.



appointed and financed with the taxes of a 1850s gold-rich economy. They have certainly been inspired in their search for content and illustrations for the site.

The gold rush era, with its accompanying wave of migration, was an obvious choice for SBS's first endeavour at online education. The gold rushes produced racial tensions. They also created the kind of 'melting pot' conditions that eventually dissolve prejudice based on ignorance and unfamiliarity. Both aspects are canvassed in the section on population. What was not obvious from the start is the thread of cultural identity that flows through almost all of the topics.

The discovery of gold is clearly the first major chapter in the multicultural history of Australia. One of my favourite GOLD! stories is about Carl Nordstrom, a Swedish born migrant, who was commissioned to create scale models of Victorian gold mining scenes. His intricate models are a rare record of early Victorian mining techniques.

After reading a few articles from GOLD!, you also begin to notice how deeply the imagery of the goldfields is entrenched in our everyday language; the origin of terms like pay dirt, nuggets of wisdom and grains of truth becomes obvious.

Seven of Victoria's major cultural institutions collaborated on the project, principally the State Library, National Gallery and Museum of Victoria. Other contributors were Bendigo's Golden Dragon Museum, the Gold Treasury Museum and Ballarat's Sovereign Hill Museum.

**Paul Vincent**

Business Development Manager,  
SBS New Media

## REGIONAL FUTURES

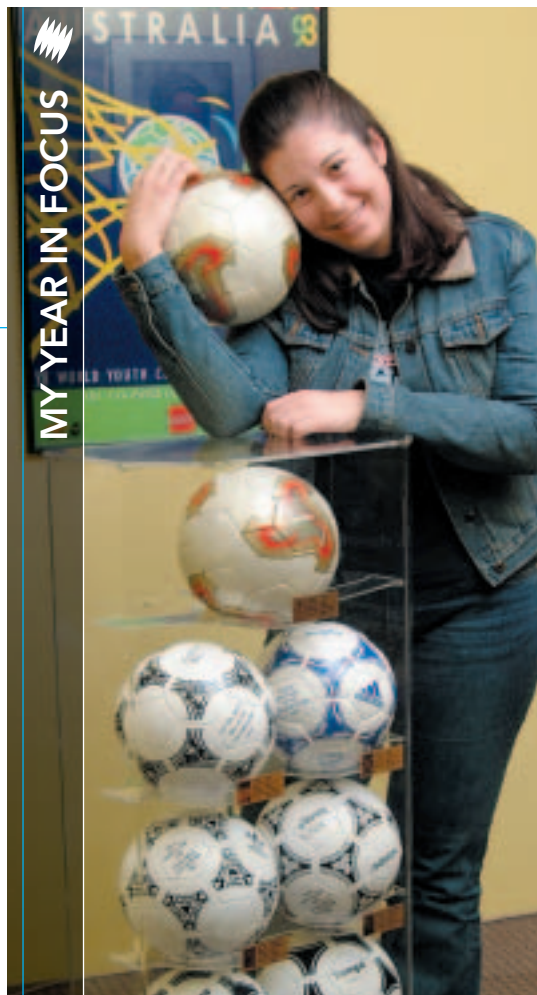
During the year, SBS Multimedia began work on a website portal to assist people undertaking vocational training and lifelong learning opportunities in regional Australia. The site will identify job opportunities and match these with available training resources. Through video profiles it will explain job roles, training courses and provide personal experiences. Currently, a small pilot site illustrates the concept with reference to the NSW Hunter Region, with a view to attracting external funding for further development.

## INTERACTIVE INNOVATIONS

### DEMONSTRATING TWO-WAY TELEVISION

SBS New Media's research and development partnership with Sun Microsystems has yielded an innovative application for interactive television. A demonstration of the MHP application, using the DATELINE current affairs program, was given at a forum of media, government and information technology industry representatives in January.

It showed how viewers could submit comments via a keyboard and have them published to 'live' television. This feedback capability, commonplace on the web, was a groundbreaking advance for MHP iTV development. It also demonstrated the ability of SBS's existing web publishing system to integrate with television content. The Sun Microsystems partnership provides value-in-kind benefits (hardware, software, consultancy and training) to a wide range of New Media ventures. Continuing research collaboration has led to cost-effective solutions for SBS's trial of a digital datacasting channel.



## CLICKING AN ONLINE GOAL

Two years ago, before I came to SBS, I knew very little about soccer. Someone mentioned that Italy was playing France in the final of something called Euro 2000 at 4am. Why anyone would get up early on a Monday morning in the middle of winter was beyond me. Monday came and I heard from a couple of bleary-eyed, disappointed Italian fans that France had won. A week later, along Sydney's Italian restaurant strip, there was still shouting and honking of horns at the sight of red, white and blue. Why all the fuss?

As a programmer, I maintain and develop websites. But few websites have the attraction of the [theworldgame.com.au](http://theworldgame.com.au). It didn't take long for my attention to turn from the code to the content.

## DATACASTING CHANNEL TRIAL

New Media continued its development of an automated presentation system that extracts text, audio and video from the digital content publishing system, renders it into DVB-compatible MPEG video, and schedules it for transmission as data service for digital television.

The system will be developed around presentation templates, flexible enough to show video, audio and text, and is ideal for the creation of an Electronic Program Guide and other applications. The content, which will be controlled by SBS Television's Network programmer, will consist of data already contributed by SBS creative departments using existing web publishing tools. The new datacasting service will begin trials in late 2002.

## COMPUTER GENERATED CONTENT FOR TV NEWS

Working with TV News and Current Affairs, SBS New Media has applied online technologies to the creation of information and animation for Television.

The first project produced animations for the world weather report broadcast at the conclusion of SBS World News bulletins. It uses the Internet to gather the weather data and a PC based video rendering engine to create the graphics. The second project created graphs and data displays for SBS's federal election coverage. These projects are an exercise in media convergence, involving TV Operations, TV Engineering, TV News and all areas of New Media, together with technology partner, Hewlett Packard, which tested new media servers.

A few months later I started redesigning the worldgame site. New features included live scores for every World Cup game, exclusive video feeds from Korea/Japan, Man-of-the-Match polls, SMS competitions and updates. After a few false starts, we finally launched the new features in April 2002 in preparation for the website's first World Cup.

The online audience for the event was difficult to predict. Would many people follow a World Cup that did not include Australia?

A week after the new World Game site launch, traffic doubled. Then, with only weeks to go before the Cup, we decided to move the database onto a different server to cope with the increased traffic. Eventually, six more servers were added to handle the demand.

Kick-off day, 31 May, arrived and with it the true World Cup audience. I couldn't believe it. As the competition progressed, more and more people visited the site, and by the middle of June, traffic

reached 649,706 page views in one day, over six times the previous record. By the end of the month, the total pages viewed was 7,407,784.

Now, after watching most of the 2002 World Cup matches, I am beginning to understand what all the fuss is about and why people would want to get out of bed at 4am on a cold Monday to watch a game of football. For 31 days, every four years at least, it's an exciting way of life.

**Rebecca Smith**

Web Architect, SBS New Media

# INFORMATION TECHNOLOGY

The Computing Services department of New Media was restructured this year to better reflect its major functions. The Information Resources group maintains a strong client/customer focus comprising the Computer Help Desk and a team of business analysts to respond to the needs of all user departments in SBS. The Information Systems group maintains and develops the SBS computer network, all of its administrative systems and many of its media systems, and provides specialist programming expertise for multimedia development. In 2001–02 its major projects were:

## TV Traffic and Sales System:

The replacement this year of SBS Television's traffic and sales system was a complex and difficult task. The new system currently provides the basic operational requirements: accurate data entry, invoicing and accounting for advertising sales. Significant software refinement is continuing in order to derive the maximum benefits of integration with all related TV systems that are also being upgraded. These include: the program management (Pilat IBMS) used to receive and manage program schedule information; the on-air system (Alamar) used to provide the playlist for automated playout; Oracle Financials, for invoicing and debtors maintenance; the SBS intranet; and the systems for reporting actual transmission information to agencies.

## Radio Systems:

New Media worked closely with SBS Radio to complete the rollout of the Netia system which will allow each broadcaster's PC to become an audio editing station with secure access to web publishing systems. A related project will enable searching of the Radio resource library through the Intranet. Development of a facility for Radio stringers has allowed audio material to be delivered to SBS from around the world through an easy to use web-based interface. Also, a new Radio Training database was built. (See SBS Radio 'Technology')

## Personal Computing:

Across the corporation, computers have been replaced or upgraded to meet demands for more sound and video facilities at the desktop and to provide for future integration with new radio and television systems. An upgrade of the network firewall was also completed.

## Revamped Intranet:

The new SBS Intranet, launched in March, features online financial reporting, corporate communications, divisional information and updates, as well as radio library search facilities for SBS's Sydney and Melbourne offices.

The Human Resources department is now able to supply employee information to staff from the CHRIS system through the Intranet and updated Transmission Services information is also available.

## Oracle Financials:

A major upgrade of SBS's financial system was completed in April.

## Multimedia Publishing:

Desktop publishing tools have been refined to allow faster and more sophisticated development of web sites, a new search facility allows users to investigate the entire body of web content hosted by SBS, and 'Phone Cam', the device used for sending low resolution news video using a wireless Internet connection, has been improved in image quality, speed and simplicity of use.

FOUR FIFTHS OF SBS'S FUNDING COMES FROM FEDERAL GOVERNMENT APPROPRIATION, BUT AN IMPORTANT ADDITIONAL CONTRIBUTION TO ITS ANNUAL OPERATING FUND COMES FROM ADVERTISING, SPONSORSHIP AND MARKETING. THIS MONEY – ABOUT 18% OF SBS'S OPERATING FUNDS – IS RAISED BY TELEVISION AND RADIO ADVERTISING, MERCHANDISING, PROGRAM SALES, AND SBS LANGUAGE SERVICES AND GOES DIRECTLY TO PROGRAM MAKING.



# BUSINESS<sup>™</sup>

## TELEVISION ADVERTISING AND SPONSORSHIP

Gross revenue for SBS Television advertising and sponsorship in 2001–02 was more than \$18 million, excluding \$4.4 million revenue specifically associated with SBS's broadcast of the 2002 World Cup. The base revenue, down marginally on 2000–01, was achieved in the most depressed advertising climate ever experienced in Australia.

The advertising and sponsorship revenue associated with SBS Television's World Cup coverage exceeded expectations. SBS acquired the rights to 48 games not taken up by the Nine Network just six weeks before the championships began, leaving little time for SBS Marketing to 'sell' the series to potential advertisers. Nevertheless, the enthusiasm among advertisers was immediate and the revenue result was outstanding.

During the year, SBS Marketing maintained most of its major advertising customers and successfully targeted some major new accounts. Revenue came from a broad range of clients, but automotive, telecommunications, consumer products, financial services and government advertising remained the core of SBS's revenue base.

The top 10 accounts were: Toyota, Federal Government, Telstra, McDonald's, NSW Government, Western Union, Subaru, Victorian Government, Nissan and Mitsubishi. (*See Appendix 11*)

SBS's regular audience and market research was augmented by specific analysis of light, medium and heavy viewers by Keig Research. The SBS Credentials Presentation, redesigned with the latest research statistics and embedded audio visual clips of SBS programs, was well received by media buyers and advertising clients. A special SBS Marketing website – [www.sbs.com.au/sbsin](http://www.sbs.com.au/sbsin) – was also developed by SBS Marketing and SBS New Media specifically for advertising media buyers. (*See Appendix 10*)

## RADIO ADVERTISING AND SPONSORSHIP

SBS Radio Marketing returned gross revenue of \$1.5 million in 2001–02, an improvement on the previous year despite the depressed advertising market.

## BUILDING THE BUSINESS

SBS merchandise in its many forms is now seen, purchased and enjoyed via retail outlets throughout Australia, but none is as important as the special relationship SBS enjoys with Dymocks bookstores.

We put in place strategies to expand our business that have involved developing new partnerships with video, music and book suppliers.

The most successful of these has been with Universal Music Australia through the production of specially commissioned CDs for SBS TV's WEATHERWATCH and with added-value (or companion) double CDs for programs which already have related merchandise available (books and/or videos)

Adding value has a twofold advantage; it increases



The revenue is raised through the sale of airtime and the production and broadcast of information campaigns targeted to audiences in languages other than English. More than \$0.9 million came from State and Federal Government information campaigns, and there was an increase in revenue from the commercial sector compared to the previous year.

SBS Radio Marketing in Melbourne had a particularly successful year. Optimedia, the official Victorian Government media buying agency, increased its SBS Radio advertising budget in order to better target the State's linguistically diverse communities. In addition, Centrelink extended for a further three years its contract for SBS Radio to produce five-minute information segments in 20 languages.

A record commercial booking for airtime – a simultaneous campaign in 22 languages – was secured by SBS Radio Marketing in Sydney. It also re-signed with the NSW Department of Ageing, Disability and Home Care to produce, in 10 languages, information segments for the long-running Homereach radio series.

SBS Radio continued its comprehensive audience surveys and analysis, begun in 1996 by Quadrant Research, updated its screen-based sales presentation, and unveiled new promotional strategies during the year.

SBS Radio sponsorship was expanded to include: Sydney Royal Easter Show; Carnivale; the French, Greek, Asia-Pacific and Italian film festivals; the 'Noise' youth festival; the Melbourne International Festival; the Children's Festival; the Adelaide Festival; the ECC of WA Silver Jubilee celebrations; the NSW Department of Fair Trading Consumer Protection Awards; Frontiers 3; the Fred Hollows Foundation; the Melbourne Fringe Festival; and the Red Cross. (*See Appendix 12*)

## TELEVISION BUSINESS UNITS

In addition to advertising and sponsorship, SBS Television is able to leverage its production facilities, skills base and content rights to obtain additional revenue for program production.

After many years in the Marketing Division, the Program Sales business unit was transferred to Television on 1 July 2001. The function of selling SBS programs to international and Australian broadcasters was brought back in-house, while the distribution of educational programs was put out to tender and secured by Marcom Projects. Program Sales capitalised on popular SBS programs such as WINE LOVERS' GUIDE TO AUSTRALIA and EVOLUTION to achieve strong video sales.

the revenue stream for both SBS and Dymocks, and increases the awareness of SBS as a leading brand.

WEATHERWATCH CDs are played on WEATHERWATCH and promoted on air. Our most successful CD release to date is GARDENS IN THE RAIN: THE COLOURS OF THE PIANO with sales in excess of 6,000. The added value CD WHITE NIGHTS – a companion to the TV Series ALL THE RUSSIANS – also proved a winner with sales now past the 5,000 mark.

A HISTORY OF BRITAIN is without doubt SBS Merchandising's most successful project for the year. After the broadcast of the first 11 of the 15 planned episodes, sales of the books, videos and audiotapes through retailers including Dymocks exceeded 30,000 units.

Change hats and the broadcaster is a wholesaler: SBS Video, a collaboration between Merchandising and Program Sales, celebrated its first birthday on 1 July 2002. Our releases on VHS Video include both local and licensed product. Sales and distribution are

organised from within the division.

During the year, Program Sales Manager, Erika Honey and I released WINE LOVERS' GUIDE TO AUSTRALIA (Series 1 & 2), EVOLUTION, QUEEN VICTORIA'S EMPIRE, EGYPT'S GOLDEN EMPIRE, TALES FROM A SUITCASE (Series 2) and TALES FROM A SUITCASE: THE AFGHAN EXPERIENCE.

Acceptance at the retail level has been strong with Dymocks enthusiastically supporting our move into this market. The Wine Lovers' videos proved to be our most successful release with over 2,500 sets sold.

**John Derry**

Merchandising Manager

As part of a long-term business strategy, SBS Language Service has been more strongly resourced by the Television division and its revenue-raising potential has been enhanced. SBS has a unique combination of linguistic and media production skills that SBS Language Services is able to fully utilise. The unit, which provides translations, voiceovers, subtitles and website enhancement in more than 60 languages, has built up a strong client base among the business sector, government corporations and overseas.

Television's third business unit is located in the TV Operations department. It hires out production facilities to external clients, making effective use of periodic spare capacity of television facilities.

Between them, these three business units within SBS Television returned gross revenue of \$2.5 million in 2001–02.

## SBS MERCHANDISING

SBS has built up its catalogue of program related products such as books, CDs and videotapes which are available nationwide through the Dymocks Booksellers retail chain. As part of the merchandising strategy, 29 on air product promotions were broadcast during the year and logo licences were signed with book and music publishers Random House, Hardie Grant, Allen & Unwin, Universal Records and Petrol Records. SBS Merchandising returned gross revenue of \$0.3 million in 2001–02.

Titles promoted by SBS Merchandising and SBS Program Sales included:

### BOOKS:

TALES FROM A SUITCASE (Series Two)  
500 NATIONS: THE STORY OF THE NATIVE AMERICANS  
SBS AUSTRALIAN ALMANAC 2001  
SBS AUSTRALIAN ALMANAC 2002  
CONQUISTADORS  
SECRETS OF THE STONE AGE  
SBS WORLD GUIDE 9TH EDITION  
THE HISTORY OF BRITAIN  
EVOLUTION  
THE 1900 HOUSE  
SBS POCKET WORLD GUIDE  
SBS SOCCER ENCYCLOPAEDIA  
SBS EATING GUIDE TO SYDNEY 2002  
SECRETS OF THE DEAD  
SHEILAS, WOGS AND POOFERS  
WATER: THE DROP OF LIFE  
TALES FROM A SUITCASE: THE AFGHAN EXPERIENCE  
EGYPT'S GOLDEN EMPIRE  
SBS DICTIONARY OF SOCCER

### VIDEOTAPES:

TALES FROM A SUITCASE (Series Two)  
WINE LOVERS' GUIDE TO AUSTRALIA (Set – Series One and Two)  
THE HISTORY OF BRITAIN  
EVOLUTION  
THE IRISH EMPIRE (Set)  
FROM A WHISPER TO A SCREAM (DVD)  
QUEEN VICTORIA'S EMPIRE (Set)  
TALES FROM A SUITCASE: THE AFGHAN EXPERIENCE  
EGYPT'S GOLDEN EMPIRE

### CDs:

WHITE NIGHTS (Two CD set)  
SBS BOOK LOVER'S COMPANION (Three CD set)  
SBS WEATHERWATCH MUSIC SERIES: GARDENS IN THE RAIN (Two CD set)  
SBS WEATHERWATCH MUSIC SERIES: DAYDREAMS (Two CD set)  
LES MURRAY'S WORLD GAME FEVER (Two CD set)

## RADIO TRAINING

SBS Radio provided training in media management and cultural diversity issues to a number of external clients, either free, in partnerships or on a fee-for-service basis. The clients included: the Australian Taxation Office, the Victorian Cancer Council, Standard and Poor's, the Council for Adult Education, the Victorian Adult Multicultural Education Services, Coolabaroo Neighbourhood Centre in Bankstown, St George Youth Workers' Association in Sydney, the Illawarra Ethnic Communities Council, Fairfield Centrelink in Sydney, Monash University's Graduate Communication Students and the Multicultural Arts Marketing Ambassadors Strategy, involving four Victorian arts and cultural institutions.

## MSTL

Multilingual Subscriber Television Limited (MSTL), a wholly owned subsidiary company of SBS, maintained its 40 per cent shareholding in PAN TV Ltd. The other shareholders are Australian Capital Equity and Australian Provincial Newspapers.

PAN TV produces a multilingual movie channel (the World Movies Channel) that is sold throughout the year to Australian pay TV operators Foxtel, Austar and Optus Vision.

MSTL's current corporate plan identifies three key objectives. These relate to meeting the changing needs of Australian audiences, good resource management, and the need to continue to explore business activities relevant to the MSTL Charter. MSTL continues to perform according to its objectives.

SBS STRONGLY ADHERES TO ISSUES OF GOVERNANCE AND ACCOUNTABILITY IN THE RUNNING OF THE CORPORATION. INTERNAL MECHANISMS, SUCH AS CORPORATE AND DIVISIONAL PLANNING, CROSS-DIVISIONAL AND CROSS-PROMOTIONAL COOPERATION, AUDITS AND IMPROVED PERFORMANCE PROCESSES WERE GIVEN HIGH PRIORITY. EXTERNALLY, SBS REINFORCED ITS STRATEGIC CONTRIBUTION TO GOVERNMENT DECISION-MAKING, INDUSTRY FORUMS AND COMMUNITY EVENTS AND CONSULTATIONS.



# THE CORPORATION™

## COMMUNITY RELATIONS

Regular and wide ranging community consultations were held during the year. The Board, senior management, program makers and broadcasters maintained a strong and constructive dialogue with the community.

Together and individually, Board members, including the Chairman, Deputy Chairman and Managing Director, liaised with community groups to discuss SBS initiatives and policy developments. Regular communication with the SBS Community Advisory Committee reinforced the Committee's role as an advisory resource for the Board. Radio, Television and New Media managers undertook many community relations activities and held frequent meetings with international visitors to SBS.

During the year, managers, broadcasters, program makers and production staff were involved in more than 630 community functions, consultations and seminars with representatives from a variety of language communities. SBS Radio extended its community reach through increased outside broadcasts and radioathons, while SBS Television management and staff met major suppliers and industry representatives. (See 'Community Relations and Consultations' and 'Community Programming' on pages 31–32)

### THE COMMUNITY ADVISORY COMMITTEE

The Community Advisory Committee met three times during 2001–02. This year saw the retirement of three Committee members, including the Chair, Mr Victor Hamit. The Board appointed Ms Ayse Alpandinar, one of the incumbent members, as the new Chair.

Following calls for expressions of interest in membership of the Committee, six new members were selected and were due to begin their terms in the second half of 2002. (*Appendix 13*)

MY YEAR IN FOCUS



## HELPING THE BUSHFIRE VICTIMS

Bushfires raged out of control around much of NSW. Images of thousands of hectares of ravaged bushland and scores of destroyed suburban homes dominated newspaper front pages and prime time news bulletins.

The media ran stories of the fire fighters' heroism and the stoic resolve of the victims, but what could SBS Radio do to help?

The call went out to broadcasters to hold radioathons during their programs and the positive response was overwhelming. The radioathons – from Monday, 14 January to Sunday 20 January – involved

The Committee provided consumer perspectives on developments in digital technology, and offered feedback about SBS New Media products including SBS Radio Online, and the SBS Whatever web site. It advised SBS on strategies for increasing the impact of the Self-Help Subsidy Scheme in regional areas, and contributed to the development of a regional consultative model to be piloted in late 2002. The Committee worked with SBS staff to test questions for the 'Trends in Multiculturalism' research project and advised on the particular cultural sensitivities involved in conducting research across diverse cultural groups.

At the Committee's suggestion, the SBS Board agreed to investigate the commissioning of the history of SBS. Preliminary investigations took place to identify suitable authors and funding sources for the project.

Key SBS staff from all divisions updated Committee members about the work of SBS and the Committee previewed several SBSI-commissioned programs. The distinctive 'Faces' advertising campaign was presented to the Committee for feedback, as was the highly successful SBS publicity poster promotion. Committee members were also instrumental in providing a community perspective on changes involved in the *Codes of Practice* review conducted by SBS in 2001–02.

## COMMUNITY RESEARCH PROJECT

The SBS Board commissioned (in 2000–01) a major research project on 'Trends in Multiculturalism and the Role of SBS'. The project aimed to identify and examine trends in multicultural Australia to inform SBS's programming strategies and ensure that SBS remains relevant in the changing media environment.

SBS engaged Professor Ien Ang (Director of the Centre for Cultural Research at the University of Western Sydney), Associate Professor Jeffrey Brand (Co-director of the Centre for New Media Research and Education at Bond University), Dr Greg Noble (Researcher at the Centre for Cultural Research) and Dr Derek Wilding (Director of the Communications Law Centre) to conduct the research.

The project involved a major telephone survey across national samples of five cultural communities (Somali, Lebanese, Greek, Vietnamese and Filipino) as well as a national sample representative of the broader Australian population.

The Sydney based market research company Cultural Perspectives managed the survey work and data collection was completed in April 2002. The project involved collaboration with members of the Somali community in Melbourne, and incorporated qualitative surveying of Australia's indigenous population. The report is due to be presented to the Board in September 2002.

the Vietnamese, Korean, Arabic, Turkish, French, Greek, Italian, Polish, Spanish, Serbian, Yiddish, Mandarin, Cantonese, Hebrew, Khmer, Croatian, German, Armenian, Kannada, Sinhalese, Farsi/Persian, and Hungarian language programs.

Radioathons take a lot of organisation and require real team effort. Even though the Christmas 2001 Bushfire Radioathon supported the fire fighters and victims of the NSW fires, Melbourne language programs supported their Sydney counterparts. Broadcasters alerted their listeners of the radioathon and the number to call and also helped organise volunteers to answer the phones. Radio administration staff set up the bank of phones and tested them, organised pledge forms (providing contact information for every pledge made) and attended each radioathon. Before, during and after each session, Radio Operations made sure there were no technical hitches.

Donations were phoned through from all over Australia during the week. In fact, one-third of the total

– \$340,000 – came from outside NSW, and every day, for weeks after the event, broadcasters kept receiving donations. It was evident, through the generosity of SBS Radio listeners, that the bravery of the volunteer fire fighters certainly had a major impact upon them.

All of the money raised by the radioathons was presented to the NSW Department of Community Services, the coordinating body of the official Christmas 2001 Bushfire Appeal. Since 1997, SBS radioathons have raised more than \$5 million for local and international relief and development causes.

**Simone O'Brien**

Publicity and Media Liaison  
Manager, SBS Radio

## COMMONWEALTH DISABILITY STRATEGY

SBS has reviewed its performance as a service provider under the terms of the Commonwealth Disability Strategy and is in the process of drafting a service charter for people with disabilities. SBS has established complaints mechanisms to handle concerns raised. It also routinely assesses the quality of its performance.

During 2001–02, SBS Radio provided community information announcements for health and disability agencies. These messages, broadcast nationally in 68 languages, ensured that essential information reached Australia's linguistically diverse audiences. The SBS produced Homereach multilingual information service for housebound people and their carers was also broadcast on community radio stations throughout NSW.

SBS Television provided closed captioning for television programs for people who are hearing impaired or deaf. All programs broadcast in prime time (6–10.30pm) had either closed captions or subtitles.

SBS has taken steps to ensure that the site complies with W3C international accessibility initiatives and SBS Publicity provides a TTY telephone service to ensure that people who are deaf or hearing impaired have an additional avenue for providing comment on SBS programming. In 2002, SBS appointed to its Community Advisory Committee a new member who works as Disability Advocate with the Office of the Public Guardian.

SBS Independent commissioned STILL BREATHING, a half-hour documentary about living with Cystic Fibrosis and 13 episodes of QUADS, an animation series using humour to explore various disabilities. The SBS produced programs, NEST and EAT CARPET also broadcast programs about disabilities.

## SBS RADIO AND TELEVISION YOUTH ORCHESTRA

The Orchestra, under the baton of its founding conductor, Matthew Krel, had another busy year with a visit to Spain and many Australian performances. The Orchestra participated in Spain's Murcia Music Festival and performed at Barcelona University. Locally, it performed at the Sydney Town Hall, The Sydney Opera House, the 'Ignite Festival' in Sydney (celebrating the re-installation of the Olympic cauldron), Jenolan Caves and Freshwater Beach. Since its formation in 1988, the Orchestra has travelled to 19 countries, produced many CDs, and has been featured in numerous television and radio programs.

## GOVERNMENT RELATIONS ELECTION COVERAGE

In accordance with SBS's Guidelines on the Coverage of Elections and Referenda, free air time was offered to the qualifying political parties during the Federal Election period (8 October – 8 November 2001). The eligible parties were the Liberal Party of Australia, the National Party of Australia, the Australian Labor Party and the Australian Democrats.

Offers were accepted by each of the parties, and announcements, including recorded statements and policy speeches, were subsequently broadcast in accordance with the guidelines.

## GOVERNMENT

Regular senior-level contact was maintained throughout the year with relevant ministers and ministerial offices: the Department of Communications, Information Technology and the Arts; the Department of Finance and Administration; Treasury; and the Department of Immigration and Multicultural and Indigenous Affairs. SBS representatives had high-level contact with government and other corporate bodies, particularly in relation to major broadcasting policy developments, digital television policy, media ownership, and anti-siphoning and anti-hoarding legislation.

Other submissions made during the year included:

### Investigation into Loudness of Advertising on Television

The Australian Broadcasting Authority (ABA) conducted an investigation into the loudness of advertising on television. SBS made a submission to the investigation, outlining its practices in ensuring that advertisements are dealt with sensitively and in the context of programming material. SBS noted that it had not received any complaints about the loudness of advertising on SBS Television or Radio. The ABA was due to release its report in mid-2002.

### Combined Review of Guidelines for the Classification of Films and Computer Games

The Office of Film and Literature Classification (OFLC) conducted its review of the Classification Guidelines for Films and Computer Games. The review was designed to address issues arising from the convergence of technologies and to ensure that the Guidelines continue to reflect current community attitudes and standards.

Under the *SBS Act*, compliance with the guidelines is not compulsory for SBS. The Corporation, however, has voluntarily adopted the OFLC Guidelines as the basis of its program classification. (*Appendix 5*)

In its submission to the review, SBS noted that the proposed guidelines were more conservative and proscriptive than the current guidelines in relation to the classification of films. SBS submitted that the current classification standards should be retained, with minor changes proposed to M and MA classifications.

The Report on the Review of the Classification Guidelines was released in February 2002 for consideration by the relevant Commonwealth, State and Territories ministers.

### Financial Services Reform Act 2001 – Regulations

SBS was involved in negotiations regarding the draft regulations made for the purposes of the licencing exemption for the media under the *Financial Services Reform Act*.

SBS, FACTS and ASTRA made a joint submission to the Minister for Financial Services and Regulation which stated that the draft regulations were onerous in requiring on-air disclosures, proscriptive about when and how disclosure was to be made, and proposed unreasonably harsh penalties for non-compliance. SBS separately submitted that the proposed regulations covered *SBS Codes of Practice* matters and conflicted with the intent of the *SBS Act*, which guarantees programming independence.

The media industry was invited to comment on a revised draft of the regulations, and following further consultation, the draft regulations were amended.

The regulation, which came into effect on 14 March 2002, substitute compliance with an industry code or internal policy on conflict of interest prevention/disclosure for meeting the disclosure requirements that would otherwise apply.

### Public Inquiry into Review of Radio Communications Acts

SBS made a submission to the Productivity Commission's Inquiry into Radio communications. The broad purpose of the inquiry was to identify restrictions on competition arising from spectrum management rules and processes.

On the release of the Productivity Commission's Draft Report in February 2002, SBS made a supplementary submission opposing the transfer of responsibility for broadcasting spectrum management from the Australian Broadcasting Authority to the Australian Communications Authority and the separation of spectrum and content licensing on the basis that the proposed changes could result in a poorer free-to-air broadcasting service. The final report was completed on 1 July 2002 and has been sent to the Commonwealth Government for its consideration.

## Criminal Law Consolidation

### (Offences of Dishonesty) Bill 2001

SBS made a submission to the South Australian Government outlining its concerns with the proposed payola provisions in the *Criminal Law Consolidation (Offences of Dishonesty) Bill 2001*. Supporting FACT's submission, SBS argued that the scope of the proposed legislation was too broad, creating uncertainty for media commentators and media organisations alike, the penalties were severe and that, furthermore, it was inappropriate for a State Parliament to legislate a payola offence for a national broadcaster. SBS also submitted that the Bill covered *SBS Codes of Practice* matters and conflicted with the intent of the *SBS Act*, which guarantees programming independence.

Subsequent to submissions from the media industry, the Attorney-General's office developed draft amendments to the payola provisions on which SBS was invited to comment. SBS and other industry members asked for the timeline to be extended to allow for proper consultation. The timeline was extended. There were no further developments as of 30 June 2002.

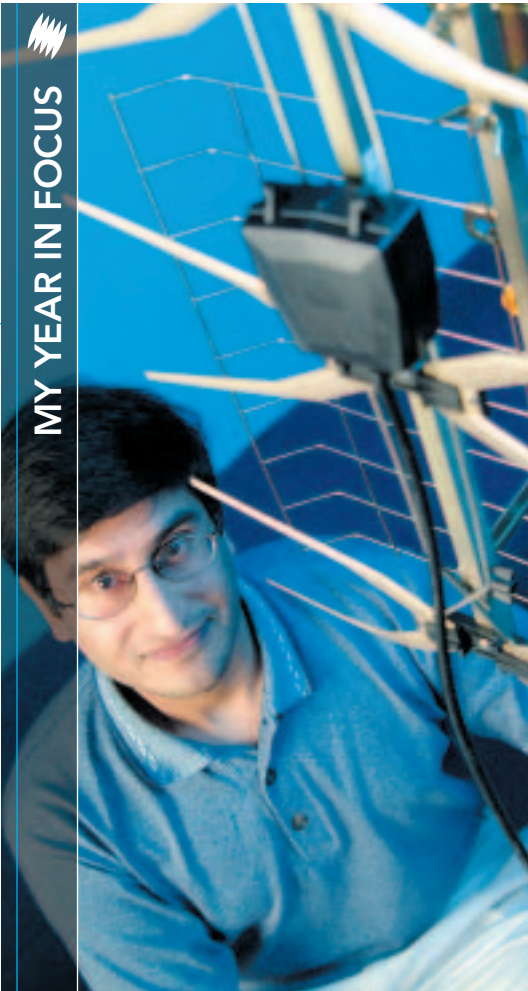
## Broadcasting Services Act Datacasting

### Review 2002

SBS made a submission to the Department's Datacasting Services Review in January 2002. SBS proposed that while the regulatory status quo suited SBS, a relaxation of the genre and High Definition Television rules would allow SBS greater room for innovation and development of digital television.

The Review sought comment on several possible datacasting models. SBS made comment on each as follows:

- SBS opposed the replacement of current genre rules for public broadcasters with broader regulatory powers for the Australian Broadcasting Authority. SBS considered that such a model would be administratively cumbersome and would impose on SBS's programming independence.



# THE ROLL OUT ROLLS ON

The call came at 6.45pm. The technician at Broadcast Australia's Operations Centre in Sydney reported that the Townsville service wasn't working properly and requested a short shutdown with the promise: "I'll investigate and call you back." Ten minutes later he reported SBS Television was off the air. Why? There was a fire at the top of the tower. Fire? Yes, and the local fire brigade were on the way.

Rising 180 metres, the tower was out of reach of all fire-fighting efforts and it burnt through the night, occasionally debris crashed to the ground. Daybreak brought a new priority: to get SBS back on the air. A makeshift service, consisting of a few antenna panels on a short pole, was hastily erected on the roof of the nearby transmitter

- SBS opposed a provision restricting the ability of datacasters to provide ongoing ‘passive’ information services, as it would inhibit the ability of the public broadcasters to provide passive datacasting services in the short term.
- SBS opposed the provision of open narrowcasting services and subscription narrowcasting or broadcasting. SBS claimed that allowing commercial broadcasters to provide these services could restrict the scope of creative development by public broadcasters, and prevent audiences from accessing innovative services not driven by commercial imperatives.

### REVIEW OF ANTI-HOARDING REGIME

In fulfilment of its statutory requirement, the Department of Communications, Information Technology and the Arts conducted a review of the anti-hoarding legislation, focussing on 1) the impact of the anti-hoarding provisions on the acquisition of broadcast rights to designated events, and 2) instances where broadcasters have acted in accordance with the spirit of the anti-hoarding regime even though the event in question was not designated or occurred prior to the enactment of the legislative provisions.

SBS participated in the Department’s review with the aim of ensuring that all sporting events of national interest were broadcast on free-to-air television. SBS recommended the Government amend the legislation to ensure free-to-air broadcasters purchased the entire rights to events designated under the anti-hoarding provisions. This would prevent the partial purchase of rights, and the subsequent devaluing of remaining rights.

### DISABILITY DISCRIMINATION ACT 1992

The Human Rights and Equal Opportunity Commission (HREOC) continued its inquiry into complaints under the *Disability Discrimination Act* regarding the extent of closed captioning provided on Australian free-to-air television for people with hearing impairments. SBS continued its involvement in the HREOC-convened forum of all free-to-air broadcasters and representatives from the hearing impaired community. Following industry commissioned research on the needs of the deaf and hearing impaired, the free-to-air broadcasters were to present a proposal for increasing the amount of closed captioning provided on free-to-air television, while taking into account budgeting implications and resource issues.

building. It would do, but not for long.

The answer lay, quite literally, on the ground more than 2,200 kms away. There, near Ballarat, was an obsolete antenna. Work had just finished on erecting a new antenna for the Victorian town and a midnight telephone call confirmed that the old antenna was suitable for Townsville’s needs. Connectors and other parts were flown up the following morning, but transporting the bulky antenna was not so easy.

A truck was loaded up and two technicians clambered on board for a two-day, non-stop journey north. They arrived Monday morning and immediately volunteered to help set up the antenna. It began operating five days later, but ultimately a more powerful antenna had to be found.

Normally, such an antenna would take six months to construct, but luckily one was available and about to be installed in central NSW as part of SBS’s rollout of its analogue service. Transferring this antenna to northern Queensland would solve Townsville’s

problem, but what about Central NSW? Once again, a swap was organised. This time it involved the relocation of an antenna that had been installed on SBS’s Sydney tower while the existing antenna was upgraded to accommodate a digital signal.

A good deal of ingenuity – and a triple antenna swap – had ensured minimal disruption to SBS’s Townsville service without causing delay to the start of a new SBS service in central NSW.

**Aasif Javed**      Engineer, SBS Transmission Services

## ENVIRONMENTAL PROTECTION AND BIODIVERSITY CONSERVATION ACT 1999

The effect of SBS's activities on the environment are limited to the use of natural resources, including energy and the associated production of waste. SBS reduces the impact of its activities on the environment through the promotion of recycling of paper, cardboard, glass and aluminium beverage containers and printer cartridges.

The Corporation promotes the use of recycled products including paper and wash room supplies and where possible selects materials such as carpet that utilise a proportion of recycled material in their construction and are capable of being completely recycled when they reach the end of their economic life.

A pilot project to reduce the use of water at SBS premises at Artarmon was trialled during the year and the results are presently being evaluated. SBS has an active energy management program that will see Government targets for the reduction of green house gas emissions achieved during 2002–03.

SBS has joined with the NSW Sustainable Energy Development Authority (SEDA) to promote energy efficiency initiatives at SBS-owned facilities in Sydney. An energy audit is proposed for the site in 2002–03 and an energy audit will be conducted in SBS's Melbourne offices once the relocation of SBS facilities to Federation Square is completed in early 2003.

## CORPORATE RELATIONS

### INTERACTIVE TELEVISION AUDIENCE RESEARCH LABORATORY

Following an invitation from the Interactive Television Research Institute at Murdoch University, SBS committed its support to the proposed establishment of Australia's first public Interactive Television Audience Research Laboratory.

The proposed laboratory, capable of testing and evaluating a diverse range of interactive television applications, would allow broadcasters to access comprehensive research on the kinds of products and services best suited to the interactive television environment.

SBS's commitment is contingent upon funding being received from the Australian Research Council. Other proposed industry partners include the free-to-air networks, Optus, Austar, Foxtel, Sun Microsystems, Open TV, Liberate and NDS.

## INTERNATIONAL PARTICIPATION

SBS maintains mutual cooperation agreements with:

– Asia Television Ltd (ATV)	Hong Kong
– BBC World Service	Britain
– Canal France International (CFI/TV5)	France
– China Central Television (CCTV)	China
– Deutsche Welle (DW)	Germany
– Duna Televízió (DTV)	Hungary
– Elliniki Radiophonia Tileorassi (ERT)	Greece
– International Broadcast Bureau (IBB)	USA
– MIST Telekompania (MIST)	Ukraine
– Nippon Hoso Kyokai (NHK)	Japan
– NTV Telekompania (NTV)	Russia
– People's Television Network (PTV)	Philippines
– Polsat Telewizja SA	Poland
– Public Broadcasting Services (PBS)	Malta
– Radiotelevisione Italiana (RAI)	Italy
– Radio Televisión Española (RTVE)	Spain
– Satellite Communications for Learning (SCOLA)	USA
– Televisi Republik Indonesia (TVRI)	Indonesia
– Televisión Nacional de Chile (TVN)	Chile
– Telewizja Polska SA (TVP)	Poland
– Zweites Deutsches Fernsehen (ZDF)	Germany

## INDUSTRY PARTICIPATION

SBS contributed directly to industry forums in the developing fields of digital television and digital radio, standards setting, and the development of operational practices, and liaised with both government agencies and equipment manufacturers/suppliers in regard to digital television receivers. SBS also chaired a number of industry forums and committees.

The Managing Director, Mr Nigel Milan, addressed the Commonwealth Broadcasting Association's 24th General Conference in Manchester in May 2002. He spoke on 'Innovation: The Driving Force of Public Service Broadcasting'. The Chairman, Ms Carla Zampatti, introduced a session on 'Diversity in Broadcasting'. The Head of SBS Radio, Mr Quang Luu, also attended the conference. Both Mr Milan and Mr Luu attended a broadcast conference in East Timor in November 2001. Mr Milan's speech was entitled: 'Television: An Agent for Nation Building'.

Television managers visited Britain, France, Germany, Italy, Greece, Spain, Belgium, the Netherlands, Iran, Canada, South Africa, Brazil, Japan and Hong Kong to attend film and television festivals and seminars. SBS Independent attended the International Documentary Conference in the Netherlands and the Mumbai Film Festival in India.

Radio Training managers attended a number of key industry associations, including Arts Training NSW, the national arts training body CREATE, the National Ethnic Radio Training Taskforce (NERTT), the Productive Diversity Network, an ABC accreditation panel and the Community Broadcasting Association of Australia's Radio Training Program working party.

### SBS MEMBERSHIPS

- SBS is a full member of the Asia-Pacific Broadcasting Union (ABU).
- SBS is an associate member of the European Broadcasting Union (EBU).
- SBS is a member of the Commonwealth Broadcasting Association (CBA).
- SBS is a member of Digital Broadcasting Australia (DBA).
- SBS is a member of the DTV Strategy Group and sub-committees.
- SBS is an associate member of the Federation of Australian Commercial Television Stations (FACTS).
- SBS is a member of the International Institute of Communications.

SBS involvement with other industry forums includes:

- Asia-Pacific Broadcasting Union (ABU)
- Australian Broadcasting Authority (ABA)
- Australian Communications Information Forum
- Australian Telecommunications Users Group (ATUG)
- Broadcasting Industry Technical Advisory Group (BITAG)
- Commercial Radio Australia
- Community Broadcasting Association of Australia (CBAA)
- European Broadcasting Union (EBU)
- International Telecommunications Union (ITU-R)
- National Ethnic and Multicultural Broadcasters Council (NEMBC)
- Remote Area Broadcasting Services (RABS)

- SMA's Radio Communication Consultative Council (RCC)
- Standards Australia (SA)
- WorldDab Forum

## SBS's PEOPLE

### Workplace Diversity

A new workplace diversity plan has been developed to ensure diversity (gender, age, cultural and professional) across the Corporation. SBS Human Resources also provides the Board and Executive with annual reports on a range of relevant data.

SBS's Workplace Diversity Plan complies with the Commonwealth Disability Strategy and SBS's employment policies, procedures and practices meet the requirements of the *Disability Discrimination Act 1992*. During 2001–02: there were no requests for recruitment information in accessible formats; SBS engaged consultants to assist with the principle of 'reasonable adjustment' for more than 10 employees with disabilities; training and development programs accommodated the needs of staff with disabilities; and SBS's quarterly induction programs addressed the issue of workplace diversity, including disability. SBS has grievance mechanisms, including access to external agencies, to address concerns raised by staff.

### Occupational Health and Safety

A new SBS Occupational Health and Safety (OH&S) Policy and Agreement was signed during the year, and new OH&S representatives are being recruited. The OH&S Committee oversaw a range of health and safety initiatives in 2001–02. There were no accidents or dangerous occurrences that required the giving of notice under section 68 of the *Occupational Health and Safety (Commonwealth Employment) Act 1991*.

### Certified Agreement

SBS's operating divisions have the opportunity to influence the human resources policies and practices of the Corporation and SBS sought input from across the Corporation in the negotiations for the next certified agreement. Radio and Television representatives were involved in the negotiations to ensure that the new agreement meets SBS's business needs. SBS continues to have a single set of employment conditions that apply to the whole Corporation.

### Performance Management Program

The Performance Management Program (PMP) has been developed to encourage individual responsibility while fostering teamwork. During the year it was reviewed following feedback from managers and staff. Revisions to the PMP were negotiated with the unions as part of the new certified agreement. The revised PMP will allow for greater recognition of superior performance.

### Training

During the year, SBS conducted, or supported, various management training courses in areas such as the performance management system, human resources policies, occupational health and safety issues, workplace harassment and privacy. A leadership program is being prepared for later in 2002. Also during the year SBS conducted training for its staff and managers in the areas of e-commerce, risk management, exercising delegations and project management, including IT based tools in this field. Staff also attended a range of externally based training courses.

In SBS Radio, more than 300 broadcaster-journalists, operations staff and managers completed training in the use of the new Netia computer-based digital program production and presentation system. SBS Radio continued to offer Certificate Three and Four courses in Radio Broadcasting, the first by a broadcasting organisation to be accredited by the Vocational Education and Training Accreditation Board. SBS Radio courses covered a range of journalistic skills, including ethics and standards, broadcast law, journalism, interviewing, broadcasting skills, recording and editing, studio operations, voice presentation, documentary and feature making, team leadership, broadcast management and train-the-trainer. In addition, a wide range of seminars was conducted during the year.

MY YEAR IN FOCUS



## TELLING THE TAMPA TALE

The News editor had decided to do something he had never done before – have a formal lunch break. Halfway through the word came: Australian soldiers had boarded and taken control of the Tampa. So much for lunch!

The newsroom, like all other newsrooms, had been following the progress of the Norwegian freighter ever since Captain Arne Rinnan had picked up the 443 asylum seekers when their boat sank between Indonesia and Australia. The governments involved washed their hands of responsibility, and so the Tampa was left to cruise offshore from Christmas Island – its crew and human cargo in a state of limbo.

The challenge for the Radio Newsroom was how to

SBS is a member of the AFC-sponsored Women in Television Network that undertakes a range of activities, focusing on assisting women in non-traditional work areas.

The SBS staff profile:

	Male	Female
Executive/Policy	5	8
Radio	195	161
Television	220	212
New Media	16	21
Resources	33	24
Marketing	7	9
<b>Total</b>	<b>476</b>	<b>435</b>

## SBS's PROCESSES

### Audience Feedback

SBS conducted a review of its *Codes of Practice and Editorial Guidelines*. On-air announcements were broadcast on SBS Television and Radio inviting public comment on the *Codes*. SBS also wrote to industry and community organisations asking for comment, and many organisations and individuals provided feedback. The SBS Community Advisory Committee provided input to the review at its December 2001 meeting. New codes and guidelines will be released in the second half of 2002.

SBS's Television, Radio and New Media divisions have well-established systems to receive, disseminate and respond to audience feedback (see relevant sections). In addition, SBS Transmission Services welcomes feedback on reception and transmission issues via email to [technical@sbs.com.au](mailto:technical@sbs.com.au) or via fax to 02 9430 3773.

### ABA Investigations

In 2001–02, the ABA investigated three complaints against SBS for alleged breaches of its *Codes of Practice*. In all cases, the ABA found in favour of SBS.

### Freedom of Information

During the year there was one request for documents under the Freedom of Information Act. The request was outstanding at 30 June 2002.

### Access and Equity

SBS believes all Australians should have access to its multilingual and multicultural services and works with the Government in order to achieve these aims.

SBS contributed to the 2001 Access and Equity Annual Report, addressing SBS's commitment to access and equity through its Charter principles. SBS has established mechanisms to ensure that all people have access to its services regardless of cultural or linguistic diversity.

cover the event, with a limited number of people.

SBS Radio News had been in regular contact with the harbour master and others on Christmas Island, so we were well aware of the movements of the Tampa prior to the boarding and after.

While most of the media concentrated on the Australian political scene, SBS Radio News concentrated our resources in other areas. We were the first to get an official reaction from the Norwegian government and also made contact with the ship's owners. Through them we were eventually able to speak to Captain Rinnan himself.

This we were able to do through liaison with the SBS Radio Norwegian program. Our language groups are often an extra source of news, contacts and information, which other newsrooms simply can't draw upon.

During the crisis we were also able to make use of our connections with various communities. As a result we were able to provide an insight from the

Arabic and other communities associated with the asylum seekers.

These contacts also gave us an insight into the legal action being planned on behalf of the asylum seekers, so we were able to attend the subsequent court case in Melbourne with a clear understanding of the complex procedures. We provided our listeners with a series of background features including the Law of the Sea regarding ship rescues, and international conventions and laws regarding refugees and asylum seekers.

**David Herbert**

News Room Editor, SBS Radio

As an employer, SBS aims to maintain a workforce that reflects Australia’s cultural diversity. SBS Television provided closed captions for all prime time programs that were not already subtitled. Outside of prime time, English language subtitles provide deaf and hearing impaired people with access to many other SBS programs.

In 2001–02, SBS Television was available to more people through the on-going analogue and digital transmitter rollout (see SBS Television Transmission) and SBS Radio became available to new listeners in Bathurst in May 2002 following the launch of a self-help transmitter.

## FINANCE

### Financial Results 2001–02

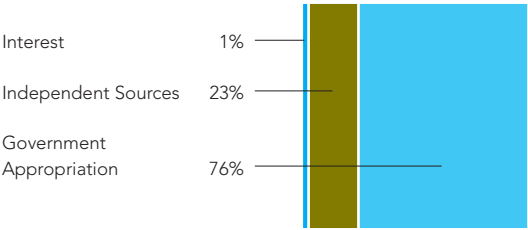
The Corporation and its controlled entity, Multilingual Subscriber Television Ltd, finished the 2001–02 financial year with a small deficit (after capital use charge) of \$0.732 million (0.4 % of available resources). Contributing to the result were the net cost of the World Cup broadcasts and a shortfall in advertising revenue.

The Corporation’s total assets decreased from \$190.892 million to \$188.810 million. The majority of this decrease related to the maturity of investments used to meet analogue extension expenditure payments.

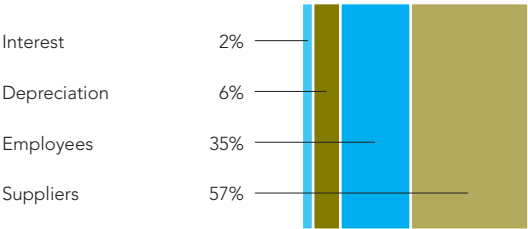
The bulk of the remaining investments at 30 June 2002 also relate to funds provided for the analogue extension program (\$49.061 million). These investments are directly offset by a Payables Liability (i.e. payment for costs for extension to analogue transmission).

The level of Equity Capital decreased from \$23.4 million to \$8 million in 2001–02. The reduction was due to higher funding for up-front capital acquisitions relating to digitisation in 2000–01.

### Operating Revenue

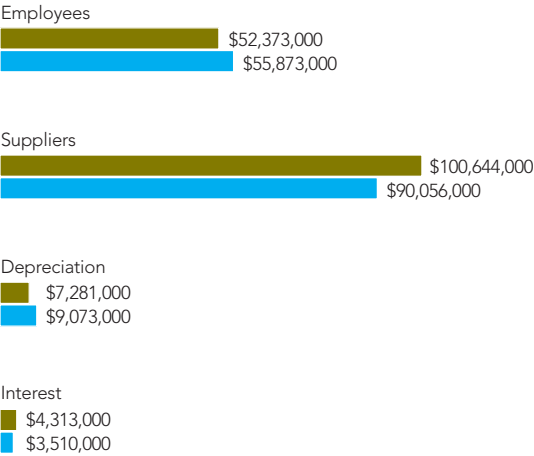


### Expenditure by Classification



### Expenditure by Classification

2000–01/2000–02



2000–01 2001–02

## SBS Accounting Manual

SBS's financial policies and procedures are contained in the SBS Accounting Manual which is widely distributed throughout the Corporation, both in written form and on the Intranet. Updates occur frequently throughout the year.

## GOVERNANCE

### External and Internal Audits

The audit of SBS's annual financial statements is carried out by the Australian National Audit Office (ANAO). The ANAO gave an unqualified opinion on the 2001–02 financial statements of the Corporation.

SBS participated in two ANAO benchmarking studies. These were on the Finance Function (including Internal Audit) and an Analysis of the Chief Financial Officer Function in Commonwealth Organisations. The reports included detailed information on the SBS performance against the sampled population. In general, SBS performed well against the benchmark measures. In addition, SBS participated in a Financial Controls Audit (FCA) on the administration of the GST by Commonwealth Organisations. SBS also participated in a benchmarking study conducted by Comcover (an agency of the Department of Finance and Administration) on Risk Management Practices.

The internal audit program was conducted by Deloitte Touche Tohmatsu on a contract basis. The company performed audits in accordance with the audit plan approved by the Audit and Finance Committee. In all cases, the results were satisfactory with recommendations for improvements to the control environment brought to management's attention. The audits conducted in 2001–02 were: Finance Function, Television Engineering, Television Production, Radio Melbourne, Policy, Tendering, Petty Cash/Cabcharge/Petrol Usage, Travel, Superannuation, Pay Television Service Agreements, Internet Security, Radio Sydney and Revenue Assurance.

### Audit and Finance Committee

The SBS Audit and Finance Committee met three times during the year and considered audits conducted by both the Australian National Audit Office and the internal auditors, Deloitte Touche Tohmatsu.

In addition to reviewing the findings and recommendations of the audits conducted, the Audit and Finance Committee considered and gave direction on a wide range of issues during the year including the approval of the annual internal audit program and discussion of the strategy for the preparations for the financial statements audit.

The following is a list of Audit Committee members, their position within SBS, and the number of meetings they attended:

<b>Mr Neville Roach</b> Deputy Chairman	3 of 3 meetings
<b>Ms Nyra Bensimon</b> Board Member	3 of 3 meetings
<b>Ms Martine Pop</b> Board Member	3 of 3 meetings
<b>Mr Nigel Milan</b> Managing Director	3 of 3 meetings

In addition, the external and internal auditors attended a full Board Meeting and presented a report on their activities during the year.

### Major Investing and Financing Activities

During the course of the year, SBS's borrowings used to finance the purchase and refurbishment of its Artarmon premises were renegotiated. The loan was reduced to \$24 million from \$39 million through the utilisation of a sinking fund established for the purpose of paying off the loan principal. Subsequent to 30 June 2002, SBS refinanced the balance of the loan by entering into a fully amortising loan with the Commonwealth. This loan has a life of 10 years and SBS will make total annual payments of \$3.2 million payable quarterly in arrears.

In 1999–2000, SBS received \$70 million from the Government's Television Fund to meet the costs of analogue transmission services to areas of Australia with populations exceeding 10,000 that did not have access to the signal. Contracts are now in place for the roll out of these services and funds that are not immediately required are invested in accordance with the investing requirements of the *Special Broadcasting Service Act 1991* and the *Commonwealth Authorities and Companies Act 1997*.

SBS actively manages its finances. This involves preparation of estimates for appropriation and equity injection funding taking into account movements in the inflation parameter applicable to SBS. Cash holdings are monitored throughout the year and where funds are not immediately required for operational activities, investments are made.

### Risk Management Plan

A Risk Management Plan has been developed for SBS and this identifies and addresses the management of the major risks and opportunities facing the Corporation. The goals behind Risk Management in SBS are:

- To provide an assurance that the organisation has identified its highest-risk exposures and has taken steps to properly manage these.
  - To ensure that SBS's business planning processes include a focus on areas where risk management is needed.
  - To ensure the integration of the various and many risk control measures that SBS already has in place.
  - To be comprehensive and effective.
- The identification of risks will allow for the redirection/focus of resources on high risks.

### Statement on Governance

Elements of good corporate governance that are in place at SBS include: corporate planning; business planning; an audit and finance committee; clear delegations of authority; project (program) management; policies for statutory compliance; codes of conduct and ethics; review processes; budget information linked to all planning processes; and regular monitoring and reporting to the SBS Board.

Good corporate governance at SBS is also based on an acceptance by all staff that the highest standards of integrity and ethical behaviour are expected of them, as well as transparency and consistency in all their actions.

### Indemnities and Insurance Premiums for Officers

As part of its general insurance protection, SBS has a Directors and Officers Liability Insurance Policy in place. The cost of this policy for 2001–02 was \$5,193 (GST excluded).

### Ministerial Directions

SBS has been notified that the general policy of the Government on Competitive Neutrality Arrangements applies to SBS.

THE REPORT OF OPERATIONS ASSESSES SBS'S PERFORMANCE AGAINST FOUR ACHIEVEMENT GOALS UNDER ITS *CORPORATE PLAN 2002-03*. THESE ARE: PROGRAMS AND AUDIENCES, RELATIONSHIPS WITH OUR COMMUNITY, SBS'S PEOPLE, AND BUSINESS ACTIVITIES.



# REPORT OF OPERATIONS 2001-02<sup>'''</sup>

SBS and the Commonwealth have agreed on the following outcome for the Corporation's activities: *'Provide multilingual and multicultural services that inform, educate and entertain all Australians, and, in doing so, reflect Australia's multicultural society.'* To achieve this outcome, SBS has two designated outputs: television and radio.

SBS Television's 'quality' performance output is determined by: viewer and community feedback; audience reach data; the tenor of media comment; and the number of hours of appropriate programming. The 'quantity' performance output is determined by: the percentage of programs broadcast in languages other than English; the number of subtitled programs; and the number of hours of locally produced programs.

SBS Radio's 'quality' performance output is determined by listener and community feedback, and audience surveys. The 'quantity' performance output is determined by the number of hours broadcast in languages other than English.

The Report of Operations 2001–02, which assesses SBS's performance against four achievement goals under the Corporation's current *Corporate Plan 2001–03*, addresses the above outcomes and related outputs. Additional information is contained throughout this Annual Report and specific financial results are included in the financial statements.

## PROGRAMS AND AUDIENCES

### OBJECTIVE

1. Increase our understanding of current and prospective audiences in respect of: demographic composition (including listening and viewing patterns across programs); opinions about SBS and its programming; needs; and expectations.
2. Manage the data and knowledge that we gather, and that we already have, to identify groups that are low users of SBS services, noting that women and young people (particularly second and third generation Australians from non-English speaking migrant families), have already been identified as priorities.

### Performance Indicator(s)

- a) By December 2001, commissioning and completion of a major research project to examine trends in multicultural Australia and the role of SBS.

The SBS research project, 'Trends in Multiculturalism and the Role of SBS' involved a major telephone survey across national samples of five cultural communities as well as a national sample representative of the broader Australian population. The Sydney based market research company Cultural Perspectives managed the survey work and data collection was completed in April 2002. The project, however, was delayed due to the social impact of the unprecedented events of 11 September.

- b) Annual consolidated analysis of: industry measures of audience ratings and reach; SBS-commissioned and other qualitative and quantitative audience research; and feedback from current sources (letters, calls, consultations, etc.)

OzTAM and A C Nielsen viewer surveys in 2001 showed that nationally SBS Television reached almost 58% of all homes in an average week, a 9% increase over the previous year. More than 7.6 million people tuned to SBS Television each week. In the five major cities – Sydney, Melbourne, Brisbane, Adelaide and Perth – the average weekly reach was 5.4 million viewers and SBS's audience share of home viewing between 6pm and midnight was 5.2%. A nationwide Newspoll telephone survey of more than 2,000 people, conducted in September and October 2001, found continued popular support for SBS as an alternative to commercial television networks (85%) and the ABC (77%). Over 70% "find value in SBS" and 85% agreed "SBS plays an important role in today's culturally diverse society".

Through the Quadrant and McNair research companies, SBS Radio continued its comprehensive surveys of households where languages other than English are spoken. In the five years to 2001, 14,400 people were interviewed in 43 surveys. SBS Radio managers, broadcasters and staff attended or hosted more than 600 meetings or functions with language communities throughout Australia.

Almost 50,000 telephone calls and emails were logged by SBS during 2001–02, the vast majority were compliments or enquiries.

## OBJECTIVE

3. Develop programming strategies to reach those groups identified above as low users of SBS services, while at the same time maintaining existing audiences.

## Performance Indicator(s)

- a) Production, commissioning and broadcast of programming with which target audiences can identify.

In Television, SBS targeted specifically those people identified as low users of SBS services. For young audiences, a second series of PIZZA won increased viewers (a third series is scheduled for 2002–03). The program was well received, particularly among viewers from culturally diverse backgrounds. The comedy programs, LIFE SUPPORT and JOHN SAFRAN'S MUSIC JAMBOREE also were aimed at the youth market. New episodes of SOUTH PARK attracted dedicated fans and new viewers. INSPECTOR REX, was among the top 50 SBS programs during the year. Both SBS Independent and SBS Television's unique short film and animation program, EAT CARPET, commissioned many programs from young independent film and television makers in 2001–02. A second series of the popular program on motherhood, MUM'S THE WORD, was in production during 2001–02, and the seven-part series, NEST, delved into people's homes as an expression of their personalities.

SBS Radio expanded its youth-oriented unit that produces programs for broadcast and for the SBS website. A cross-production arrangement provided for content to be shared between the WHATEVER website and the Youth Radio program ALCHEMY. An expanded program to train young broadcaster and producers resulted in youth-focused programming in 18 languages. SBS's GOLD website, an exploration of the history of gold in Australia, also attracted strong visitor numbers among schoolchildren and the general public.

- b) The rate of growth in new listeners and viewers, particularly young people and women and other groups which may be identified as low users;

PIZZA and LIFE SUPPORT were SBS's second and third top rating programs in 2001. Across the schedule, SBS Television maintained its higher profile among younger audiences, particularly during its youth-focused nights – Saturday and Monday. Audience ratings for both nights were consistently among the highest in an average week. SBS Radio Online was expanded to include all 68 languages broadcast by SBS Radio.

- c) Maintenance of existing audiences.

More than 7.6 million people tuned to SBS Television each week – 23% more viewers than in the previous year. Strong audience growth was recorded across all demographics. SBS was viewed by 42% of women (18 years plus) in 2001 – a 9% increase over the previous year. Among teenagers (13–17 years) average weekly viewing was 31% – a 5% increase. Audiences for SBS news bulletins increased 37% and the audiences for the current affairs programs, DATELINE and INSIGHT increased by almost 60%.

## OBJECTIVE

4. Produce and broadcast more programming that originates in Australia and which reflects Australian experiences.

## Performance Indicator(s)

The amount and quality of Australian multicultural programming.

SBS Television Production generated a record 286.5 hours of programs in 2001–02. These included the landmark interactive series GOING HOME, the skit comedy series PIZZA, LIFE SUPPORT and JOHN SAFRAN'S MUSIC JAMBOREE, and the entertainment programs, THE MOVIE SHOW, NEST and EAT CARPET.

An additional 67 hours of documentary, drama and animation commissioned from independent film and television makers by SBS Independent were broadcast or screened during the year. These programs included four feature films – THE TRACKER, KABBARLI, WALKING ON WATER and AUSTRALIAN RULES – specially commissioned for premiere at the Adelaide Arts Festival in March (the biggest co production venture undertaken by SBSI). A landmark program, THE AUSTRALIAN EYE, featured the work of anti-racism activist, Jane Elliott. In a variety of ways and styles, all SBSI commissioned programs focus on SBS's Charter commitment to multiculturalism. These programs won more than 50 national and international awards during the year.

SBS Television in 2001–02 broadcast more programs about indigenous Australians than any other free-to-air network, including 8.5 hours of SBSI-commissioned documentaries and short films, the only indigenous comedy program, THE MARY G SHOW, and the longest running indigenous current affairs program, ICAM.

SBS Radio's multilingual broadcasts, in 68 languages, covered the vast majority of languages spoken in the community. The English language current affairs program, WORLD VIEW, gave a multicultural perspective to national and international events.

## OBJECTIVE

5. Ensure that SBS's transmission responsibilities result in more efficient and effective audience reach, including identifying pockets of poor reception within existing service areas and taking remedial action where possible.

## Performance Indicator(s)

Audience feedback on technical quality and reach of services.

The extension of SBS's analogue service to 79 new locations of 10,000 or more people was completed in September 2001. A second extension phase – this time to communities with populations over 5,000 – began during the year and is expected to be completed by 2004. In April 2002, SBS relocated its Sydney analogue television service to the Artarmon transmitter site, improving reception in many areas. Twenty new self-help transmitters in isolated communities began service during the year. The Federally funded Self-Help Subsidy Scheme, administered by SBS, subsidises transmission set-up costs. SBS Transmission Services also provided transmission and interference advice to the public. Through the self-help scheme, SBS Radio services were extended to Bathurst, NSW, in May 2002.

SBS's digital television service is now available in Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Hobart, Darwin and Newcastle. An additional 17 locations are scheduled for digital coverage in the coming year. SBS continued to work with the rest of the industry to minimise interference resulting from the introduction of new digital services.

## OBJECTIVE

6. Foster an environment where creativity is valued and risk-taking is accepted.

### Performance Indicator(s)

Amount of programming and online material that is creative, innovative, and distinctly different from programming of other broadcasters.

SBS Television maintained its innovative programming across the different genres. It broadcast a second series of the innovative and interactive drama, *GOING HOME*, in which each episode is scripted, filmed, edited and broadcast on the same day with script and plot suggestions drawn from the SBS website. A similar interactive format in which viewers decide plotlines is used in *TWENTYFOURSEVEN*, currently in production. The cult comedy series, *PIZZA*, returned in a second series and was joined by *LIFE SUPPORT* and *JOHN SAFRAN'S MUSIC JAMBOREE* in a network strategy to increase SBS youth-focused programming. The short film and animation program, *EAT CARPET*, remained the only program devoted to short, experimental film and video.

In June, SBS Television launched its first new digital multichannel, *THE WORLD NEWS CHANNEL*, providing 120 hours of news bulletins in 15 languages each week.

SBS New Media continued its initiative to provide digital publishing tools to content creators throughout Television and Radio. All 68 languages broadcast by SBS Radio have content on the website, including unique news features. SBS Radio broadcaster-journalists posted more than 19,000 audio segments (more than 1,600 hours of listening) to the web. In line with SBS's global focus, the website included comprehensive international news coverage and the World Game website. A World Feast website, exploring the world's foods and wines, is under development. SBS's first educational website, *GOLD*, which explores the history of gold in Australia, is a collaborative effort involving eight Victorian cultural organisation and is a popular teaching resource.

## OBJECTIVE

7. Maintain SBS's position as the premier provider of diverse, informative and entertaining programming in different languages and from different cultures.

### Performance Indicator(s)

Number of industry awards, amount and nature of media and stakeholder comment, audience feedback.

SBS Television maintained its reputation for quality, innovative programs – both local and international. Fifty-two percent of all programs broadcast in 2001–02 were in languages other than English. Programs from 72 countries were broadcast, containing 150 languages. Programs commissioned by SBS Independent won an additional 50 national and international awards during the year, bringing the total number of awards it's won since 1994 to more than 300.

Two *DATELINE* reports jointly won this year's Logie for Most Outstanding Special Report in a Public Affairs Program and *DATELINE* also won three international awards. Five programs, commissioned by SBS Independent, won Australian Film Institute Awards. Print media reviews and comments about SBS Television programs ran to approximately 700,000 column centimetres and an estimated 17,000 minutes of television and radio airtime. One third of all telephone and e-mail feedback was complimentary.

Regular Newspoll surveys for SBS Television have found consistently high audience support for SBS and its programs. In the latest survey (September – October) 85% of people agreed "SBS plays an important role in today's culturally diverse society."

Comprehensive feedback was provided at 62 outside broadcasts and more than 600 community consultations throughout the year. In independent surveys of 4,600 speakers of eight major languages, satisfaction with SBS Radio program quality never fell below 86% of listeners. Forty-three independent listener surveys conducted for SBS Radio over the past five years have analysed the opinions of 14,400 respondents.

## OBJECTIVE

8. Make full use of digital technologies to pursue Charter objectives in a creative way.

### Performance Indicator(s)

- a) Programming strategies for additional television channels developed by February 2001 and implemented through the life of the Plan.

On 12 June 2002, SBS Television launched its first new digital channel, the World News Channel, capitalising on SBS's leadership in diverse international news coverage. The daily, 18-hour broadcasts, delivered mostly by satellite, provided Australian viewers with 120 hours of news in 15 languages each week. Additional language services are being sought.

At year's end, SBS is well advanced in the development of SBS Essential, an innovative electronic programming guide and information channel that is due to be trialled in late 2002.

- b) Other steps taken to maximise advantages from the new technologies.

SBS New Media's research and development partnership with Sun Microsystems yielded an innovative application for interactive television. Unveiled in January 2002, the MHP application showed how viewers could submit comments via a keyboard and have them published to 'live' television. Continuing research collaboration has led to cost-effective solutions for SBS's trial of a digital datacasting channel. New Media also continued its development of an automated presentation system that extracts text, audio and video from the digital content publishing system, renders it into DVB-compatible MPEG video, and schedules it for transmission as data service for digital television.

The installation of SBS Radio's new digital production and presentation systems was completed and more than 300 staff trained in their use. SBS contributed to the industry's Digital Strategy Group and Digital Broadcasting Australia on formulating standards and operational practices for digital television and radio.

## OBJECTIVE

9. Use new media to maximise the impact of programming activities.

### Performance Indicator(s)

Growth in use of the SBS Website and in E-mails about programming

The regular review and updating of the SBS website continued throughout the year with all SBS-produced programs having their individual websites. New interactive forums were established for DATELINE and INSIGHT and the revamped SBS Independent website provided a comprehensive catalogue of more than 1,000 program titles. Radio Online was expanded to include all 68 languages broadcast by SBS Radio. Since July 2000, more than 20,000 individual radio segments have been uploaded by SBS Radio broadcasters. The WHATEVER site attracted a growing youth audience. A record number of visits were made to the World Game website which was significantly upgraded in content and functionality in preparation for the 2002 World Cup. Email correspondence increased during 2001–02 and online forums remained extremely popular.

## OBJECTIVE

10. Use SBS's services (Radio, Television and New Media) to cross promote SBS's programming and other activities.

### Performance Indicator(s)

- a) Amount and effectiveness of cross-promotional activity to be quantified quarterly.

- b) SBS Television campaign to re-launch SBS Radio online no later than March 2001.

A comprehensive and systematic strategy of cross-promotion continued across Television, Radio and New Media throughout the year. Websites were created for all SBS produced Television programs and youth focused programming ideas were developed, shared and incorporated on the ALCHEMY program and the WHATEVER website. Television promos were regularly aired on SBS Radio and more than 40 radio broadcasters completed short video promos for broadcast on SBS Television.

## OBJECTIVE

- 11.Reinvigorate SBS Radio to position it for the future, building on its record of achievement and taking full account of Australia's changing demographics.

## Performance Indicator(s)

Repositioning and rescheduling (including use of new media) achieved through the life of the Plan. Timetable developed by March 2001.

SBS Radio restructured and expanded its youth-oriented team which produced programs for broadcast and for the SBS website. In 2001–02, all 68 languages posted material to the website, a total of 19,000 audio segments, equivalent to 1,600 hours of program material. More than 300 staff in Sydney and Melbourne were trained in the new digital radio production and presentation system. A major review of SBS Radio broadcasting schedules was begun following release of the 2001 National Population and Housing Census.

# RELATIONSHIPS WITH OUR COMMUNITY

## OBJECTIVE

1. Being open and responsive – collaborating and communicating in many ways with the broader community as well as with indigenous and non-English speaking communities.

## Performance Indicator(s)

- a) Maintenance of current levels of contact with the many different communities and stakeholders.  
b) Opening of new channels of communication, particularly through use of the Internet.

Managers, broadcasters and programming staff were involved in more than 630 community functions. Board members and senior executives met community groups and leaders on many occasions. The Community Advisory Committee met three times and provided considered advice to the Board. Comprehensive consultations were held with several peak bodies at Federal and State level, and in Brisbane and Darwin, as part of a nationwide series of meetings that will continue through 2002 to receive community feedback on planned changes to SBS Radio's program schedules. Outside broadcasts were held throughout Australia at 62 venues.

Each year, SBS Radio hosts community consultations at which representatives from individual language communities are invited to meet managers and broadcasters to discuss programming. This year, meetings in Sydney and Melbourne included: Aboriginal, Arabic, Armenian, Cantonese, Croatian, Dari, Greek, Japanese, Lithuanian, Maltese, Mandarin, Russian and Turkish.

SBS New Media uses 'guest books' and other feedback tools to gauge community attitudes to programs. Forum sites on the DATELINE, INSIGHT and THE MOVIE SHOW websites were among the most popular. The World Game soccer site had a record number of visits.

## OBJECTIVE

2. Use SBS strong links with the individual language communities to attract support for all SBS's activities.

## Performance Indicator(s)

Strategies introduced for enhancing benefits from links with language communities.

Most SBS Radio language programs broadcast promotional information about forthcoming SBS Television programs and regularly advise listeners of audio-on-demand and other programming information and services available on the SBS website. Sixty-two outside broadcasts, held across Australia, attracted thousands of onlookers and participants.

## OBJECTIVE

3. Ensure continued government, audience and stakeholder recognition of the value and importance of SBS as a public broadcaster.

## Performance Indicator(s)

Amount of positive feedback received.

SBS's extensive and wide-ranging community consultations, including regular outside broadcasts, ensured immediate feedback on a variety of programming and other issues. SBS maintained an active relationship with government leaders, other officials and industry representatives in order to ensure its views were heard and its activities understood. Both SBS Television and SBS Radio conducted independent audience surveys to gauge public attitudes about the Corporation and its programs.

## OBJECTIVE

4. Extending the network of our relationships with our community to reach younger people.

## Performance Indicator(s)

Establishment of new and creative relationships with educational and other institutions which have a youth focus.

SBS New Media, in association with eight Victorian cultural organisations, developed the GOLD website. This interactive site, accessible via the SBS Online homepage, celebrates the history of gold in Australia and is promoted to schools, teachers and parents. The youth-oriented website, WHATEVER, encouraged creative interactivity. Its music project (to discover unrecorded bands) attracted more than 400 entries.

As a way to strengthen its ties with the community, SBS Radio this year conducted a number of community projects including the SBS Federation Square Art Award and a Harmony Day poster competition. Radio's long-running Training in Radio for Young People (TRY!) continued to promote opportunities for young people to gain experience in radio production and presentation.

SBS offered work experience programs for school students in Television Operations and Sport. Television News and Current Affairs maintained an internship program for journalism students, and SBS Radio offered journalism work placements.

## OBJECTIVE

5. Manage the relationships (including financial) with government and the public policy process to further SBS's Charter objectives.

## Performance Indicator(s)

Degree of success in achieving SBS objectives as they arise.

SBS maintained strong relationships with Canberra through regular contact with ministers and their officers, other politicians and relevant Government departmental officials. On issues affecting SBS, the Corporation communicated its position persuasively and informatively. In 2001–02, SBS made high-level representations on broadcasting policy developments, including digital broadcasting legislation and funding as well as classification issues, loudness in advertising, the Financial Services Reform Act, and the review of Anti-Hoarding legislation.

## OBJECTIVE

6. Clarify and strengthen the relationship with rural and regional and remote Australia.

## Performance Indicator(s)

Increase in the amount of contact (Internet, OB Units, public relations activity, consultations, etc.) that strengthens relationships outside capital cities.

SBS Radio conducted 62 outside broadcasts during the year, 20 more than in the previous year. The venues were community festivals and functions in New South Wales, Victoria, South Australia, Queensland and the Northern Territory. The first round of intensive consultations to discuss changes to SBS Radio's broadcast schedule began in Brisbane and Darwin and are scheduled in all other State capitals during 2002.

SBS Independent, the commissioning arm of SBS Television, maintained creative and co-financing alliances with all State film agencies. Almost one third of all programs commissioned by SBS are made in regional, rural and remote areas of Australia.

As administrator of the Self-Help Subsidy scheme, SBS liaised with rural and remote communities wishing to access SBS Television. More than 150 self-help transmitters operate throughout Australia and an additional 20 transmitters began service in 2001–02. SBS Radio began broadcasts in Bathurst as a result of a self-help transmitter upgrade.

## OBJECTIVE

7. Showcase public broadcasting and highlight SBS's special role including our independence and our diversity

## Performance Indicator(s)

Measures taken to reach and inform our communities about SBS's role as a public broadcaster.

At industry meetings, conferences and community functions, the Managing Director and other senior executives spoke on SBS's role as a multilingual and multicultural broadcaster. More than 630 consultations were held and 62 SBS Radio outside broadcasts conducted. The Corporation's position on broadcasting issues was detailed in submissions to: the Investigation into Loudness of Advertising on Television; the Combined Review of Guidelines for the Classification of Films and Computer Games; the Financial Services Reform Act 2001; the Public Inquiry into the Review of Radio Communications Acts; the Criminal Law Consolidation (Offences of Dishonesty) Bill 2001; the Broadcasting Services Act Datacasting Review 2002; the Review of Anti-Hoarding legislation; and the Disability Discrimination Act 1992.

Formal community consultations between SBS managers and broadcasters were held with 13 language groups, and delegations from 18 countries (including ambassadors, consuls and broadcasters) visited SBS to discuss and review SBS operations.

## OBJECTIVE

8. Roll out SBS Television to carry the SBS signal to regional Australia

### Performance Indicator(s)

Timeliness and effectiveness of roll out program.

The roll out of SBS Television's analogue service remained ahead of schedule. An additional 12 SBS operated transmitters and 20 self-help transmitters began operating in 2001–02. SBS liaised closely with the Government to maximise the number of viewers to receive SBS via the Government's Black Spot Program, designed to overcome pockets of poor reception. When complete, the program is expected to see the installation of up to 100 additional self-help transmitters.

The second phase of the analogue roll out – to communities with populations over 5,000 – began during the year and is expected to be completed by 2004.

SBS's digital television service is now available in Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Hobart, Darwin and Newcastle. In 2002–03, SBS's digital service is expected to reach an additional 17 locations, including sites serving the Gold Coast, Sunshine Coast, Sydney translators, Newcastle and Central Coast translators and the Illawarra region.

## SBS's PEOPLE

### OBJECTIVE

1. Develop strategies to ensure diversity (gender, age, cultural background and professionalism) in all parts of the organisation.

### Performance Indicator(s)

- a) New diversity program launched and implemented.
- b) Report on mix of staff throughout the organisation.
- c) Recruitment policies and procedures reviewed.

The Workplace Diversity Program was reviewed with input from Television, Radio and New Media divisions to support this key objective. SBS's recruitment policy is a key element of the Diversity Program and this policy was reviewed. The Board and Executive reviewed annual reports on a range of human resources data including diversity information. SBS is a major corporate partner of the Government-sponsored Productive Diversity Network.

### OBJECTIVE

2. Streamline and enhance strategies for driving cultural change in the workplace to integrate, protect and strengthen the organisation.

### Performance Indicator(s)

Strategies in place by June 2001 to improve cross-divisional relationships and achieve better linkages between related functions.

SBS's operating divisions had the opportunity to influence the human resources policies and practices of the Corporation and participated in the negotiations for the next Certified Agreement to ensure that it meets SBS's business needs. SBS continued to have a single set of employment conditions that apply across the Corporation.

## OBJECTIVE

3. Promote effective leadership and management, including through targeted training and development programs.

## Performance Indicator(s)

Evaluation of effectiveness of training and development programs.

SBS encouraged its staff to enhance their professional skills and qualifications through a mixture of external studies and development programs. Maintaining high standards of managerial skills aids the Corporation to anticipate and plan for emerging issues and to respond to these challenges strategically and effectively.

During the year, SBS ran, or supported, various formal management training courses in areas such as the performance management system, human resources policies, occupational health and safety, workplace harassment and privacy.

## OBJECTIVE

4. Provide staff training and development, especially for new technology.

## Performance Indicator(s)

Development programs implemented.

SBS conducted training for its staff in the areas of e-commerce, risk management, exercising delegations and project management. Staff also attended a range of externally based training during the year. More than 300 Radio staff received training and support in using new digital broadcast systems and 8,800 hours of broadcast and journalism training was given in 2001–02.

## OBJECTIVE

5. Consolidate PMP (SBS's performance management system) as a key tool for promoting quality, recognising performance and implementing cultural change.

## Performance Indicator(s)

Reports on effectiveness of PMP in all work areas.

The Performance Management Program (PMP) was developed to encourage individual responsibility while fostering teamwork. It was reviewed in response to feedback from managers and staff. The feedback was positive, with managers and staff identifying the PMP as having assisted in improving job skills and in clarifying work roles. Revisions to the PMP were negotiated with the unions as part of the next Certified Agreement. The revised PMP will allow for greater recognition of superior performance.

# BUSINESS ACTIVITIES

## OBJECTIVE

1. Maximise asset and resource use in an entrepreneurial way to raise funds to advance the Charter.

## Performance Indicator(s)

- a) Creation of new revenue raising opportunities through the life of the Plan, including new strategic alliances developed to meet objectives of the Charter.
- b) Percentage of operating costs provided from revenue.
- c) Report on optimal use of resources – financial, technical, physical and human.

In 2001–02, gross revenue from SBS Television advertising and sponsorship exceeded \$18 million. For SBS Radio, the gross advertising revenue was \$1.5 million and the combined gross revenue from SBS Language Services, Program Sales and Facilities Hire was \$2.5 million. The total gross revenue provided about 18% of SBS's operating costs.

PAN TV, which produces the World Movies Channel, is 40% owned by Multilingual Subscriber Television Limited (MSTL), a wholly owned subsidiary company of SBS.

The Corporation finished the 2001–02 financial year with a small deficit (after capital use charge) of \$0.732 million (0.4 % of available resources). Contributing to the result were the net cost of the World Cup broadcasts and a shortfall in advertising revenue. SBS Radio provided training to a number of external clients.

The external audit, carried out by the Australian National Audit Office (ANAO), gave an unqualified opinion on the 2001–02 financial statements of the Corporation. The SBS Audit and Finance Committee met three times during the year and considered audits conducted by the ANAO and Deloitte Touche Tohamatsu. In all cases, the results of the internal audits were satisfactory with recommendations for improvements to the control environment brought to management's attention. The audits conducted in 2001–02 were: Finance Function, Television Engineering, Television Production, Radio Melbourne, Policy, Tendering, Petty Cash/Cabcharge/Petrol Usage, Travel, Superannuation, Pay Television Service Agreements, Internet Security, Radio Sydney and Revenue Assurance.

Negotiations began between SBS and the two relevant unions on a new three-year Certified Agreement. Changes were reviewed to the Performance Management Program that is directed to the promotion of quality, recognition of performance and implementation of cultural change.

## OBJECTIVE

2. Use new media to sustain and increase our profile in the marketplace, including through future strategic partnerships.

### Performance Indicator(s)

Initiatives undertaken by New Media and new partnerships forged.

In 2001–02, SBS New Media maintained a range of creative and commercial strategic partnerships with content providers, infrastructure providers and the public sector. Major partnership included: Film Victoria, Sportal Australia, Hardie Grant, Sun Microsystems, Real Networks, and the South Australia Film Corporation.

## OBJECTIVE

3. Protecting and promoting the distinctive SBS brand.

### Performance Indicator(s)

Number of quality campaigns that promote the brand of SBS.

SBS Television's extensive advertising campaign, promoted in large outdoor posters, was launched in March 2002 and featured some of SBS's high profile on-air personalities in three separate executions each with the headline: 'Over 60% of Homes Now Watch SBS Every Week'. SBS Radio signed sponsorship agreements with the organisers of 16 community events and festivals, and held regular outside broadcasts at which the SBS brand was heavily promoted.



## FINANCIAL STATEMENTS

# INDEPENDENT AUDIT REPORT



To the Minister for Communications, Information Technology and the Arts

## SCOPE

I have audited the financial statements of the Special Broadcasting Service Corporation for the year ended 30 June 2002. The financial statements include the consolidated financial statements of the consolidated entity comprising the Special Broadcasting Service Corporation and the entities it controlled at the year's end or from time to time during the financial year. The financial statements comprise:

- Statement by Directors;
- Statements of Financial Performance, Financial Position and Cash Flows;
- Schedules of Commitments and Contingencies; and
- Notes to and forming part of the Financial Statements.

The members of the Board are responsible for the preparation and presentation of the financial statements and the information they contain. I have conducted an independent audit of the financial statements in order to express an opinion on them to you.

The audit has been conducted in accordance with Australian National Audit Office Auditing Standards, which incorporate the Australian Auditing Standards, to provide reasonable assurance as to whether the financial statements are free of material misstatement. Audit procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial statements and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion as to whether, in all material respects, the financial statements are presented fairly in accordance with Accounting Standards and other mandatory professional reporting requirements in Australia and statutory requirements so as to present a view which is consistent with my understanding of the Corporation's and the consolidated entity's financial position, their financial performance and their cash flows.

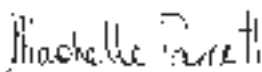
The audit opinion expressed in this report has been formed on the above basis.

## AUDIT OPINION

In my opinion the financial statements:

- i) have been prepared in accordance with Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*; and
- ii) give a true and fair view, in accordance with applicable Accounting Standards and other mandatory professional reporting requirements in Australia and the Finance Minister's Orders, of the financial position of the Special Broadcasting Service Corporation and the consolidated entity as at 30 June 2002, and their financial performance and cash flows for the year then ended.

Australian National Audit Office



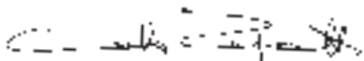
Mashelle Parrett  
Executive Director

Delegate of the Auditor-General

Canberra  
28 August 2002

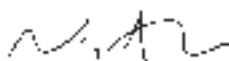
# STATEMENT BY DIRECTORS

In our opinion, the attached financial statements for the year ended 30 June 2002 give a true and fair view of the matters required by the Finance Minister's Orders made under the *Commonwealth Authorities and Companies Act 1997*.



Signed  
Carla Zampatti  
Chairman

28 August 2002



Signed  
Nigel Milan  
Managing Director

28 August 2002

# STATEMENT OF FINANCIAL PERFORMANCE

## FOR THE YEAR ENDED 30 JUNE 2002

	Notes	Consolidated		Corporation	
		2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
<b>Revenues from ordinary activities</b>					
Revenues from Government	5(a)	127,227	123,870	127,227	123,870
Sales of goods and services	5(b)	30,945	25,435	30,045	25,075
Interest	5(c)	2,335	2,944	2,190	2,821
Reversals of previous asset write-downs	5(d)	–	78	–	78
Net gains from sale of assets	5(e)	12	–	12	–
Net foreign exchange gains (non-speculative)	1(u),15(c)	20	–	20	–
Other	5(f)	7,112	24,324	8,112	24,324
<b>Total revenues from ordinary activities</b>		<b>167,651</b>	<b>176,651</b>	<b>167,606</b>	<b>176,168</b>
<b>Expenses from ordinary activities (excluding borrowing costs expense)</b>					
Employees	6(a)	55,873	52,373	55,873	52,373
Suppliers	6(d)	90,063	100,652	90,056	100,644
Depreciation and amortisation	6(e)	9,073	7,281	9,073	7,281
Write-down of assets	6(f)	126	436	126	436
Net losses from sale of assets	5(e)	–	53	–	53
Net foreign exchange losses (non-speculative)	1(u),15(c)	–	24	–	24
<b>Total expenses from ordinary activities (excluding borrowing costs expense)</b>		<b>155,135</b>	<b>160,819</b>	<b>155,128</b>	<b>160,811</b>
Borrowing costs expense	7	3,510	4,313	3,510	4,313
Share of net profits/(losses) of associates and joint ventures accounted for using the equity method	8(c)(xii)	211	326	–	–
<b>Net operating surplus from ordinary activities</b>	4	<b>9,217</b>	<b>11,845</b>	<b>8,968</b>	<b>11,044</b>
<b>Net surplus attributable to the Commonwealth</b>		<b>9,217</b>	<b>11,845</b>	<b>8,968</b>	<b>11,044</b>
Net credit to asset revaluation reserve	9(xiii), 9(d)	–	5,666	–	5,666
<b>Total revenues, expenses and valuation adjustments attributable to the Commonwealth and recognised directly in equity</b>	14	<b>–</b>	<b>5,666</b>	<b>–</b>	<b>5,666</b>
<b>Total changes in equity other than those resulting from transactions with owners as owners.</b>		<b>9,217</b>	<b>17,511</b>	<b>8,968</b>	<b>16,710</b>

The above statement should be read in conjunction with the accompanying notes.

# STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2002

		Consolidated		Corporation	
	Notes	2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
ASSETS					
Financial assets					
Cash	8(a)	4,057	2,547	3,212	2,420
Receivables	8(b)	9,861	7,850	14,198	11,516
Investments accounted for using the equity method	8(c)	2,849	2,639	–	–
Investments – other	8(c)	65,321	77,822	62,788	75,312
Total financial assets		82,088	90,858	80,198	89,248
Non financial assets					
Land and buildings	9(a),(d),(e)	47,471	46,851	47,471	46,851
Plant and equipment	9(b),(d),(e),(f)	28,741	30,190	28,741	30,190
Inventories	9(g)	21,908	15,419	21,908	15,419
Intangibles	9(c),(d),(e)	764	914	764	914
Other	9(h)	7,838	6,660	7,838	6,660
Total non-financial assets		106,722	100,034	106,722	100,034
Total assets		188,810	190,892	186,920	189,282
LIABILITIES					
Interest bearing liabilities					
Loans	10(a)	24,000	21,744	24,000	21,744
Leases	10(b)	104	500	104	500
Total interest bearing liabilities		24,104	22,244	24,104	22,244
Provisions					
Capital use charge	1(t)	–	115	–	115
Employees	11(a)	14,049	13,476	14,049	13,476
Total Provisions		14,049	13,591	14,049	13,591
Payables					
Suppliers	12(a)	8,927	7,243	8,892	7,239
Other	12(b)	49,311	62,663	49,311	62,663
Total payables		58,238	69,906	58,203	69,902
Total liabilities		96,391	105,741	96,356	105,737
NET ASSETS		92,419	85,151	90,564	83,545
EQUITY					
Parent entity interest					
Contributed equity	14	46,199	38,199	46,199	38,199
Reserves	14	15,722	15,722	15,722	15,722
Accumulated surpluses	14	30,498	31,230	28,643	29,624
Total parent entity interest		92,419	85,151	90,564	83,545
Total equity		92,419	85,151	90,564	83,545
Current assets		65,368	57,487	62,660	54,849
Non-current assets		123,442	133,405	124,260	134,433
Current liabilities		46,921	55,142	46,886	55,138
Non-current liabilities		49,470	50,599	49,470	50,599

The above statement should be read in conjunction with the accompanying notes.

# STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2002

		Consolidated		Corporation	
	Notes	2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
<b>OPERATING ACTIVITIES</b>					
Cash received					
Sales of goods and services					
Government		2,281	935	2,281	935
Non-government		25,058	26,138	24,398	25,742
Appropriations (other than goods and services)	1(f), 5(a)	127,227	120,593	127,227	120,593
Interest		5,114	6,454	5,000	6,332
GST received from ATO		7,984	5,941	8,044	5,976
<b>Total cash received</b>		<b>167,664</b>	<b>160,061</b>	<b>166,950</b>	<b>159,578</b>
Cash used					
Employees		(55,300)	(52,572)	(55,300)	(52,572)
Suppliers		(111,554)	(100,990)	(111,548)	(100,980)
Borrowing costs		(3,208)	(4,313)	(3,208)	(4,313)
<b>Total cash used</b>		<b>(170,062)</b>	<b>(157,875)</b>	<b>(170,056)</b>	<b>(157,865)</b>
Net cash from (used by) operating activities	13	(2,398)	2,186	(3,106)	1,713
<b>INVESTING ACTIVITIES</b>					
Cash received					
Proceeds from sales of property, plant and equipment		26	9	26	9
Proceeds from sales of financial instruments		34,832	31,436	34,822	31,436
Dividends		–	1,100	–	–
<b>Total cash received</b>		<b>34,858</b>	<b>32,545</b>	<b>34,848</b>	<b>31,445</b>
Cash used					
Purchase of property, plant and equipment	9(d)	(8,426)	(23,023)	(8,426)	(23,023)
Purchase of financial instruments	8(c)	(23,122)	(26,393)	(23,122)	(23,883)
<b>Total cash used</b>		<b>(31,548)</b>	<b>(49,416)</b>	<b>(31,548)</b>	<b>(46,906)</b>
Net cash from (used by) investing activities		3,310	(16,871)	3,300	(15,461)
<b>FINANCING ACTIVITIES</b>					
Cash received					
Appropriations – contributed equity	5(a)	8,000	23,400	8,000	23,400
Proceeds from loans		24,000	–	24,000	–
<b>Total cash received</b>		<b>32,000</b>	<b>23,400</b>	<b>32,000</b>	<b>23,400</b>
Cash used					
Repayments of debt	10(a)	(20,821)	–	(20,821)	–
Payment to sinking fund	10(a)	–	(1,200)	–	(1,200)
Capital use charge paid	1(t)	(10,185)	(9,258)	(10,185)	(9,258)
Finance lease payments	10(b)	(396)	(366)	(396)	(366)
<b>Total cash used</b>		<b>(31,402)</b>	<b>(10,824)</b>	<b>(31,402)</b>	<b>(10,824)</b>
Net cash from financing activities		598	12,576	598	12,576
<b>Net increase (decrease) in cash held</b>					
Cash at the beginning of the reporting period		2,547	4,656	2,420	3,592
<b>Cash at the end of the reporting period</b>	8(a)	<b>4,057</b>	<b>2,547</b>	<b>3,212</b>	<b>2,420</b>

The above statement should be read in conjunction with the accompanying notes.

## AS AT 30 JUNE 2002

NB: Commitments are GST inclusive where relevant.

- The above statement should be read in conjunction with the accompanying notes.

# SCHEDULE OF CONTINGENCIES

AS AT 30 JUNE 2002

	Note	Consolidated		Corporation	
		2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
Contingent losses					
Claims for damages/costs	(iv)	250	260	250	260
<b>Total contingent losses</b>		<b>250</b>	<b>260</b>	<b>250</b>	<b>260</b>
Contingent gains					
Claims for damages/costs		–	–	–	–
<b>Total contingent gains</b>		<b>–</b>	<b>–</b>	<b>–</b>	<b>–</b>
<b>Net contingencies</b>		<b>250</b>	<b>260</b>	<b>250</b>	<b>260</b>

(iv) The Corporation is presently a defendant in several cases.  
The amounts represent the Corporation's liability if unsuccessful.

# SCHEDULE OF UNQUANTIFIABLE CONTINGENCIES

There are no unquantifiable contingencies as at 30 June 2002.

The above schedule should be read in conjunction with the accompanying notes.

# NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

## FOR THE YEAR ENDED 30 JUNE 2002

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9.	<b>Non-financial assets</b>
	9(a) Land and buildings
	9(b) Plant and equipment
	9(c) Intangibles
	9(d) Analysis of property, plant, equipment and intangibles
	9(e) Summary of balances of assets at valuation
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	9(h) Other non-financial assets
10.	<b>Interest Bearing Liabilities</b>
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11.	<b>Provisions</b>
	11(a) Employee provisions
12.	<b>Payables</b>
	12(a) Suppliers
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13.	<b>Cash flow reconciliation</b>
14.	<b>Equity</b>
15.	<b>Financial instruments</b>
	15(a) Terms, conditions and accounting policies
	15(b) Interest rate risk
	15(c) Foreign currency risk
	15(d) Credit risk
	15(e) Net fair values of financial assets and liabilities

## 1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

### (a) Basis of accounting

The financial statements are required by clause 1(b) of Schedule 1 to the *Commonwealth Authorities and Companies Act 1997* and are a general purpose financial report.

The statements have been prepared in accordance with the Finance Minister's Orders being the *Commonwealth Authorities and Companies (Financial Statements 2001–2002) Orders*. The Financial Statements have been prepared in accordance with Australian Accounting Standards and Accounting Interpretations issued by the Australian Accounting Standards Board, other authoritative pronouncements of the Board and the Consensus Views of the Urgent Issues Group. The financial statements have also been prepared having regard to Statements of Accounting Concepts, and the Explanatory Notes to Schedule 1 (including Finance Briefs) issued by the Department of Finance and Administration.

The Corporation and Consolidated Statements of Financial Performance and Financial Position have been prepared on an accrual basis, and are in accordance with historical cost convention, except for certain assets which, as noted, are at valuation (see note 9).

### (b) Changes in accounting policy

Accounting policies are selected and applied in a manner which ensures that the resulting financial information satisfies the concepts of relevance and reliability, thereby ensuring that the substance of the underlying transactions or other events is reported. Significant accounting policies adopted in the preparation and presentation of the financial report are identified in this note.

The accounting policies used in the preparation of these financial statements are consistent with those used in 2000–01. Changes in accounting policy are identified in this note under their appropriate headings. In 2002 the method of estimating the amortisation of commissioned programs was reviewed – see notes 1(q)(i) and 6(d).

### (c) Principles of consolidation

The consolidated financial statements are those of the economic entity comprising the Special Broadcasting Service Corporation (the parent entity) and Multilingual Subscriber Television Ltd (MST Ltd). The effect of all transactions between the entities in the economic entity and inter-entity balances are eliminated in full.

### (d) Equity accounting of associated companies

The principles of equity accounting have been applied in respect of associated companies. Associated companies are those companies over which the economic entity exercises significant influence but not control.

Using the equity method, the Corporation has recognised through its controlled entity, Multilingual Subscriber Television Ltd (MST Ltd), the share of profit (loss) of its associate, PAN TV Ltd, as revenue (expense) in its Statement of Financial Performance, and its share of movements in reserves in consolidated reserves. Equity information is disclosed in notes 8(c) and 14. MST Ltd's investment in the associated entity, PAN TV Ltd, is accounted for in accordance with AASB 1016 "Accounting for investments in associates".

### (e) Reporting by outcomes

A comparison of Budget and Actual figures by outcome specified in the Appropriation Acts relevant to the Corporation is presented in note 2.

### (f) Appropriations

Under the accruals framework, Parliament appropriates moneys to the Corporation as revenue appropriations, as loan appropriations and as equity injections.

#### *Revenue appropriations – Output Appropriations*

Revenues from Government are revenues of the core operating activities of the Corporation. The full amount of the appropriation for departmental outputs for the year is recognised as revenue.

#### *Non-revenue appropriations – Equity Injections*

Amounts appropriated as equity injections are recognised directly in equity, to the extent that the appropriation has been received into the Corporation's bank account. All equity appropriations have been fully drawdown.

**(g) Resources received free of charge**

Resources received free of charge are recognised as revenues where their fair value can be reliably measured. Use of the resources is recognised as an expense. In 2002 no resources were provided free of charge.

**(h) Other revenue**

All revenues from the sales of goods and services relate to the core operating activities of the Corporation and the economic entity.

All other operating revenue arise from non-core operating activities except transmission services which is also included in miscellaneous revenue.

Revenue from the sale of goods and services is recognised when the economic entity has passed control of the goods to the buyer.

Revenue from the rendering of a service is recognised by reference to the stage of completion of the contract or other agreement.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

Revenue from the disposal of non-current assets is recognised when control of the asset has passed to the buyer.

**(i) Other payables**

Prepayments received, which affect more than one financial period are matched with the related costs and recognised in the period to which they relate.

In 2000, the Corporation received \$70 million from the TV Fund and \$3.4 million (from government appropriation) to provide analogue extensions to regional Australia over the next twelve years. The amount received, including interest accrued on this amount, is recognised as revenue when related expenditure is incurred. Refer to notes 5(f), 6(d) and 8(c)(x).

**(j) Employee benefits**

**(i) Provision for long service leave**

The provision for long service leave is measured at the present value of estimated future cash flows to be made in respect of all employees at 30 June 2002. In determining the present value of the liability, attrition rates and pay increases have been taken into account. The amount expected to be payable within twelve months is shown as a current liability, and the balance as a non-current liability.

**(ii) Provision for recreation leave**

Provision is made for the value of entitlements accrued as at balance date and includes the annual leave bonus component payable in accordance with the SBS Award. The amount expected to be payable within twelve months is shown as a current liability, and the balance as a non-current liability.

**(iii) Provision for redundancies**

Provision is made for redundancies for employees or employee numbers identified at balance date, which can be reliably measured. The provision does not include long service leave or annual leave paid on termination. These are included in the respective provisions.

**(iv) Sick leave**

No provision is made for sick leave in the financial statements as sick leave taken by employees is expected to be less than future entitlements. This assessment is made for all employees on a group basis.

**(v) Provision for superannuation on accrued recreation and long service leave**

Provision is made for recognition of employer (CSS and PSS) superannuation contributions payable in respect of accrued leave liabilities. The provision is calculated using a percentage of employer CSS and PSS contributions on accrued leave estimated to be taken during the employees' period of service, and is applied to accrued leave liabilities. Refer also to note 1(k).

**(k) Superannuation**

- (i) Employees of the Corporation contribute directly to either (a) the Commonwealth Superannuation Scheme (CSS), or (b) the Public Sector Superannuation Scheme (PSS), by way of fortnightly salary deductions.
- (ii) Employees of the Corporation are employed under Section 54 of the *Special Broadcasting Service Act 1991*, and the Corporation is required to contribute the employer component of the Superannuation Schemes. Employer contribution rates were 19.3% of salary (CSS) and 10.2% of salary (PSS) as at 30 June 2002. Refer also to note 1(j).
- (iii) The Corporation also contributes superannuation in respect of contract staff engaged under Section 44 of the *Special Broadcasting Service Act 1991*, in accordance with the superannuation guarantee legislation. The contributions are included in the cost of contract (see note 6d).

**(l) Leases**

A distinction is made between finance leases, which effectively transfer from the lessor to the lessee substantially all the risks and benefits incidental to ownership of leased assets, and operating leases under which the lessor effectively retains all such risks and benefits.

Where a non-current asset is acquired by means of a finance lease, the asset is capitalised at the present value of the minimum lease payments at the inception of the lease, and a liability for lease payments recognised at the same amount. Lease payments are allocated between the principal component and the interest expense.

Finance lease assets are amortised on a straight line basis over their estimated useful lives to the Corporation.

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expense in the periods in which they are incurred.

**(m) Cash flows**

For the purpose of the Statement of Cash Flows, cash includes cash on hand and deposits held at call with banks.

**(n) Financial instruments**

Accounting policies in relation to financial instruments are disclosed in note 15.

**(o) Acquisition of assets**

Assets acquired are recorded at the cost on acquisition, being the purchase consideration determined as at the date of acquisition.

**(p) Property, plant and equipment**

*Asset recognition threshold*

Items are classified as non-current assets when:

- (i) the cost of acquisition is in excess of \$2000;
- (ii) they are non-consumable in nature; and
- (iii) the estimated useful life is in excess of 12 months.

*Revaluations*

The Corporation implements progressive revaluations of all property, plant and equipment over successive three year periods in accordance with the “deprival” method of valuation as required by Schedule 1.

The requirements of Schedule 1 are being implemented as follows:

- Freehold land was revalued as at 30 June 2001;
- Buildings on freehold land were revalued as at 30 June 2001;
- Leasehold improvements have been revalued as at 1 July 1999;
- Plant and equipment, whether at cost or under finance lease, were revalued at 30 June 2001; and
- Intangible assets were revalued as at 30 June 2001 (see note 9 xiii).

Property, plant and equipment, other than land, is recognised at its depreciated replacement cost.

### *Depreciation*

Property, plant and equipment, other than freehold land, is depreciated over their estimated useful lives to the Corporation using the straight line method of depreciation.

Depreciation/amortisation rates (useful lives) and methods were reviewed during the 2001–02 financial year.

Depreciation and amortisation rates applying to each class of depreciable asset are based on the following useful lives:

Class of non financial asset	2001–2002		2000–2001	
		Avg		Avg
Buildings	40 years	40	40 years	40
Leasehold improvements	Lease term		Lease term	
Plant & equipment	3 to 20 years	10	3 to 20 years	10
Intangibles	5 to 7 years	6	5 to 7 years	6

The aggregate amount of depreciation allocated for each class of asset during the reporting period is disclosed in note 6(e).

### *Recoverable amount test*

The carrying amount of property, plant and equipment is reviewed annually to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of expected net cash flows which will be received from the assets' employment and subsequent disposal. The expected net cash flows from future appropriations by the Parliament, have been discounted to their present value in determining the recoverable amount.

No write-down to the recoverable amount has been made in 2002.

## (q) Amortisation

### (i) Current assets

Purchased program stocks are valued at cost and amortised 90% after first screening and 10% after second screening, or fully amortised upon expiration of rights. Commissioned programs are also valued at cost. In 2002 the method of amortising commissioned programs was reviewed and calculated on a straight line basis over the shorter period of four years or licence period. The amortisation of commissioned programs is \$3.120m in 2002. Using the previous basis (that is, amortising 90% in first screening) the total amortisation for commissioned programs in 2002 would have been \$7.721m. Internally produced programs screened in the current period are expensed as incurred.

Amortisation of program stocks and commissioned programs is shown in note 6(d).

### (ii) Non-current assets

Leasehold improvements are amortised on a straight line basis over the shorter of either the unexpired period of the lease or the estimated useful life of the improvements.

Intangible assets are amortised on a straight line basis over their estimated useful lives.

## (r) Taxation

The Corporation and its controlled entity, Multilingual Subscriber Television Ltd (MST Ltd), are not subject to income tax. A ruling was sought in 1998 from the Australian Tax Office, which confirmed the tax exempt status of MST Ltd.

The Corporation and its controlled entity, Multilingual Subscriber Television Ltd (MST Ltd), are subject to fringe benefits tax.

## (s) Goods and Services Tax

Revenues, expenses and assets are recognised net of the amount of goods and services tax (GST), except:

- (i) where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of an asset or as part of an item of expense; or
- (ii) for receivables and payables which are recognised inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

(t) **Capital Use Charge**

The Capital Use Charge (CUC) is a charge levied on Commonwealth General Government Sector agencies and authorities. The Capital use charge payment is based on the Departmental net assets of the Corporation as at 30 June. The rate of the charge is currently 11% (12% in 2001). The charge is adjusted to take into account asset gifts and revaluation increments during the financial year.

(u) **Foreign currency**

Transactions denominated in a foreign currency are converted at the effective exchange rate on the date of the transaction. Exchange gains and losses are reported in the Statement of Financial Performance.

(v) **Receivables**

Credit terms for receivables for goods and services are net 45 days for advertising debtors and 30 days for other debtors.

A provision is raised for doubtful debts based on a review of all outstanding amounts at year end. Bad debts are written off during the period in which they are identified.

(w) **Bank loans**

Bank loans are recognised at their principal amounts. Interest is expensed as it accrues.

(x) **Borrowing costs**

All borrowing costs are expensed as incurred.

(y) **Trade creditors**

Creditors and accruals are recognised at their nominal amounts, being the amounts at which the liabilities will be settled. Liabilities are recognised to the extent that the goods or services have been received, irrespective of having been invoiced. Settlement is usually made net 30 days.

(z) **Comparative figures**

Comparative figures are, where applicable, restated to reflect the current year presentation of the financial statements.

(aa) **Rounding**

Amounts are rounded to the nearest \$1,000 except in relation to the remuneration of directors, officers and auditors.

## 2. REPORTING BY OUTCOMES (CORPORATION ONLY)

### *Reporting by segments*

The economic entity operates Radio and Television services within the broadcasting industry. Geographically the economic entity operates entirely within Australia. The Corporation is structured to meet one outcome:

Outcome 1: Provide multilingual and multicultural services that inform, educate and entertain all Australians and in so doing reflect Australia's multicultural society.

### **Total Cost/Contribution of Outcome**

	Note	Outcome	
		Budget \$'000	Actual \$'000
Net Cost of Budget Outcome	(v)	114,950	118,259

(v) The "Net Cost to Budget Outcome" is the net cost of departmental outputs (excluding revenues from Government). It includes intra-government costs that are eliminated in calculating the overall Budget Outcome.

Major Departmental Revenues and Expenses by Output Group  
(Output 1: Television & Output 2: Radio)

	Non-Specific	Output Group 1	Output Group 2	Total
	2002 \$'000	2002 \$'000	2002 \$'000	2002 \$'000
<b>Operating Revenues</b>				
Revenues from Government		96,246	30,981	127,227
Sale of goods and services		28,496	1,549	30,045
Other non-taxation revenue	2,190	7,931	213	10,334
<b>Total operating revenue</b>	2,190	132,673	32,743	167,606
<b>Operating Expenses</b>				
Employees		35,347	20,526	55,873
Suppliers		79,709	10,347	90,056
Depreciation and amortisation		7,880	1,193	9,073
Write-down of assets		88	38	126
<b>Total operating expenses</b>		123,024	32,104	155,128

Major Classes Departmental Assets and Liabilities by Output Group  
(Output 1: Television & Output 2: Radio)

	Non-Specific	Output Group 1	Output Group 2	Total
	2002 \$'000	2002 \$'000	2002 \$'000	2002 \$'000
<b>ASSETS</b>				
<b>Output specific departmental assets</b>				
Receivables		10,242	265	10,507
Investments		49,017		49,017
Plant and equipment		24,473	4,268	28,741
Inventories		21,908		21,908
Intangibles		273	491	764
Other		7,089		7,089
<b>Total specific departmental assets</b>		113,002	5,024	118,026
<b>Other non-specific departmental assets</b>				
Cash	3,212			3,212
Receivables	3,788			3,788
Less provision for doubtful debts	(97)			(97)
Investments	13,771			13,771
Land and buildings	47,471			47,471
Other	749			749
<b>Total other departmental assets</b>	68,894			68,894
<b>Total Assets</b>	68,894	113,002	5,024	186,920

Major Classes Departmental Assets and Liabilities by Output Group  
(Output 1: Television & Output 2: Radio) (continued)

	Non-Specific	Output Group 1	Output Group 2	Total
	2002 \$'000	2002 \$'000	2002 \$'000	2002 \$'000
<b>LIABILITIES</b>				
Output specific departmental Liabilities				
Leases		104		104
Employees		8,888	5,161	14,049
Suppliers		7,870	1,022	8,892
Other		49,061		49,061
<b>Total specific departmental liabilities</b>		65,923	6,183	72,106
Other non-specific departmental liabilities				
Loans	24,000			24,000
Other	250			250
<b>Total other departmental liabilities</b>	24,250			24,250
<b>Total Liabilities</b>	24,250	65,923	6,183	96,356

### 3. ECONOMIC DEPENDENCY

The Corporation is dependent on Parliamentary appropriations to be viable as a going concern.

### 4. OPERATING SURPLUS

The Corporation and its controlled entity's consolidated surplus before payment of the capital use charge is **\$9.217 million**. The operating result is a deficit of \$0.732 million after providing for the capital use charge paid.

### 5. OPERATING REVENUES

	Consolidated		Corporation	
	2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
<b>5(a) Revenues from Government</b>				
Annual Appropriation Act No. 1 – basic appropriation	125,100	114,698	125,100	114,698
Annual Appropriation Act No. 2 – equity injection	8,000	23,400	8,000	23,400
Annual Appropriation Act No. 3 – appropriation – additional estimates	2,127	5,895	2,127	5,895
<b>Parliamentary appropriations received</b>	<b>135,227</b>	143,993	<b>135,227</b>	143,993
Less equity injections	(8,000)	(23,400)	(8,000)	(23,400)
Plus (less) appropriation prepayment received	–	3,400	–	3,400
Less appropriation received for prior year capital use charge receivable	–	(123)	–	(123)
<b>Total Revenues from Government</b>	<b>127,227</b>	123,870	<b>127,227</b>	123,870

		Consolidated		Corporation	
	Notes	2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
5(b)	Sales of goods and services				
	Advertising and sponsorship	23,657	20,358	23,657	20,358
	Production services	4,994	3,622	4,994	3,622
	Sale of programs and merchandise	1,242	973	1,242	973
	Services to related corporations – associated company	1,052	482	152	122
	<b>Total sales of goods and services</b>	<b>30,945</b>	<b>25,435</b>	<b>30,045</b>	<b>25,075</b>
	<b>Costs of sales of goods</b> (vi)	<b>–</b>	<b>5</b>	<b>–</b>	<b>5</b>
(vi)	Costs of sales of goods in 2001 relate to a small merchandise inventory held by the Corporation. Program stocks are not inventory held for sale – see note 9(g).				
5(e)	Interest				
	Deposits	2,335	2,934	2,190	2,821
	<b>Total interest</b>	<b>2,335</b>	<b>2,934</b>	<b>2,190</b>	<b>2,821</b>
5(d)	Reversals of previous asset write-downs				
	<b>Financial assets</b>				
	Receivables				
	Goods and services – adjustment to provision for doubtful debts	–	78	–	78
	<b>Total reversals of previous asset write-downs</b>	<b>–</b>	<b>78</b>	<b>–</b>	<b>78</b>
5(e)	Net gains from sale of assets				
	Plant and equipment				
	Proceeds from sale	26	9	26	9
	Net book value at sale	(14)	(62)	(14)	(62)
	Net gain (loss)	12	(53)	12	(53)
	Less plant and equipment written off (non-sale) 6(f)	(32)	(425)	(32)	(425)
	<b>Net loss on disposal of property, plant and equipment</b>	<b>(20)</b>	<b>(478)</b>	<b>(20)</b>	<b>(478)</b>
5(f)	Other operating revenue				
	Revenue from TV Fund (analogue extensions) 1(i)	6,123	23,296	6,123	23,296
	Distribution from profits – controlled entity (vii)	–	–	1,000	–
	Rental Receipts	748	679	748	679
	Miscellaneous revenue	241	349	241	349
	<b>Total other operating revenue</b>	<b>7,112</b>	<b>24,324</b>	<b>8,112</b>	<b>24,324</b>

(vii) In 2002 \$1m was distributed to the Corporation from its controlled entity MST Ltd.

	Notes	Consolidated		Corporation	
		2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
<b>6. OPERATING EXPENSES</b>					
<b>6(a) Employee expenses</b>					
Basic remuneration for services provided					
Salaries and related expenses		43,390	40,232	43,390	40,232
Employee leave benefits	1(j)	5,769	5,386	5,769	5,386
Superannuation expenses	1(k)	6,460	6,716	6,460	6,716
<b>Total basic remuneration for services provided</b>		<b>55,619</b>	52,334	<b>55,619</b>	52,334
Other employee expenses					
Separation and redundancy payments		254	39	254	39
<b>Total employee expenses</b>		<b>55,873</b>	52,373	<b>55,873</b>	52,373

**6(b) Remuneration of officers**

“Officers” are persons engaged by the economic entity who are concerned in, and take part in, the management of the Corporation or economic entity, other than a director. The definition does not include a designated office or position occupied by more than one person during the reporting period.

Remuneration of officers (detailed below) relates to members of the Executive. The remuneration of those officers who have occupied the position of Managing Director or a director of the economic entity during 2001–02 are not included to the extent that they were remunerated as directors of the Corporation or economic entity. Details in relation to those directors are included in note 6(c).

Officers	Consolidated		Corporation	
	2002	2001	2002	2001
Total remuneration in respect of Officers:	<b>\$620,405</b>	\$605,822	<b>\$620,405</b>	\$605,822

The above amounts include remuneration in respect of each officer or designated position which is \$100,000 or more during the reporting period. The amounts include a component for leave accrued, and are included in Employee expenses in note 6(a).

	Officers of the economic entity		Officers of the Corporation	
	2002 Number	2001 Number	2002 Number	2001 Number
The number of Officers whose total remuneration was between:				
\$160,001 – \$170,000	1	1	1	1
\$180,001 – \$190,000	–	1	–	1
\$190,001 – \$200,000	1	–	1	–
\$250,001 – \$260,000	1	–	1	–
\$260,001 – \$270,000	–	1	–	1

## 6(c) Remuneration of directors and related party disclosures

### Directors

Remuneration of directors includes the remuneration of officers who are also directors of the Corporation or the economic entity. Their remuneration as directors of the Corporation is included below.

	Consolidated		Corporation	
	2002	2001	2002	2001
Total remuneration in respect of directors:	<b>\$1,039,430</b>	\$1,005,708	<b>\$532,149</b>	\$516,829
Superannuation included in the above remuneration:	<b>\$85,035</b>	\$57,145	<b>\$49,688</b>	\$33,338

The directors of the Corporation's controlled entity Multilingual Subscriber Television Limited (MST Ltd – see note 8c) are appointed from directors and officers of the Corporation. The remuneration paid by the Corporation to those directors is **\$915,822** (\$871,972 in 2001), including a component for leave accrued. They received no additional remuneration for their duties in relation to the controlled entity.

	Directors of the economic entity		Directors of the Corporation	
	2002 Number	2001 Number	2002 Number	2001 Number
The number of directors whose total remuneration was between:				
Nil – \$10,000	<b>3</b>	2	<b>3</b>	2
\$10,001 – \$20,000	<b>5</b>	5	<b>5</b>	5
\$30,001 – \$40,000	<b>1</b>	1	<b>1</b>	1
\$40,001 – \$50,000	<b>1</b>	1	<b>1</b>	1
\$240,001 – \$250,000	<b>1</b>	2	–	–
\$250,001 – \$260,000	<b>1</b>	–	–	–
\$340,001 – \$350,000	–	1	–	1
\$360,001 – \$370,000	<b>1</b>	–	<b>1</b>	–

The following persons held positions as directors of the Corporation during 2001–02:

Carla Zampatti (Chairman)	
Neville Roach (Deputy Chairman)	Robert Cronin (appointed 16/05/02)
Nigel Milan (Managing Director)	Joseph Elu
Nyra Bensimon (retired 15/04/02)	Edward Gregory
Jillian Broadbent (appointed 16/05/02)	Martine Pop (retired 15/04/02)
Peter Carroll	Gerald Stone

The following persons held positions as directors of the Corporation's controlled entity, MST Ltd, during 2001–02:

Carla Zampatti (Chairman)	Maureen Crowe
Nigel Milan	Tuong Quang Luu

### Transactions with other related parties

Transactions with other related parties are disclosed in the relevant notes. Unless otherwise stated, transactions between related parties are on normal commercial terms and conditions, which are no more favorable than those available to other parties.

		Consolidated		Corporation	
		2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
6(d)	Suppliers expenses				
	Operating lease rentals	1,804	1,527	1,804	1,527
	Supply of goods and services				
	Administrative expenses	20,476	20,416	20,473	20,412
	Analogue extensions	1(i) 6,123	26,552	6,123	26,552
	Amortisation of program stocks	1(q) 5,981	6,204	5,981	6,204
	Amortisation of commissioned programs	1(q) 3,120	4,046	3,120	4,046
	Other program purchases	10,788	9,492	10,788	9,492
	Broadcasting facilities	16,310	8,836	16,310	8,836
	Translators & transmitters	11,248	10,879	11,248	10,879
	Contract staff	1(k) 8,714	6,936	8,714	6,936
	Materials and minor items	2,996	4,004	2,996	4,004
	Production services	2,434	1,691	2,434	1,691
	Audit fees	(viii) 69	69	65	65
	Total supply of goods and services	88,259	99,125	88,252	99,117
	Total suppliers expenses	90,063	100,652	90,056	100,644
(viii)	Audit fees				
	Fees for services paid or payable to the Auditor-General for auditing the economic entity's financial statements for the reporting period were \$69,000 (2001 \$69,000). No other services were provided during the reporting period.				
	Remuneration for auditing the financial statements	69	69	65	65
	Total audit fees	69	69	65	65
6(e)	Depreciation/amortisation of non-current assets				
	Depreciation/amortisation of property, plant, equipment and intangibles	8,694	6,723	8,694	6,723
	Amortisation of leased assets	379	558	379	558
	Total depreciation/amortisation of non-current assets	9,073	7,281	9,073	7,281
	The aggregate amounts of depreciation and amortisation allocated during the reporting period, as expense for each class of depreciable asset, are as follows:				
	Buildings on Freehold Land	1,162	923	1,162	923
	Leasehold Improvements	29	81	29	81
	Plant and Equipment	7,430	6,160	7,430	6,160
	Intangibles	452	117	452	117
	Total allocated	9,073	7,281	9,073	7,281

		Consolidated		Corporation	
	Notes	2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
6(f)	Write-down of assets				
	Financial assets				
	Receivables				
	Goods and services – adjustment to provision for doubtful debts	44	–	44	–
	Goods and services – bad debts written off	50	11	50	11
	Non-financial assets				
	Plant and equipment – write-off on disposal (non-sale) 1(p), 5(e), 9(d)	32	425	32	425
	<b>Total write-down of assets</b>	<b>126</b>	<b>436</b>	<b>126</b>	<b>436</b>
<b>7.</b>	<b>BORROWING COST EXPENSES</b>				
	Bank loan	3,484	4,261	3,484	4,261
	Finance charges on lease liabilities	26	52	26	52
	<b>Total borrowing cost expenses</b>	<b>3,510</b>	<b>4,313</b>	<b>3,510</b>	<b>4,313</b>
<b>8.</b>	<b>FINANCIAL ASSETS</b>				
8(a)	Cash				
	Cash at bank and on hand	4,057	2,547	3,212	2,420
	Balance of cash as at 30 June shown in the Statement of Cash Flows	4,057	2,547	3,212	2,420
8(b)	Receivables				
	Goods and services – controlled entity 8(c)(xii)	–	–	3,667	3,667
	Distribution from profits – controlled entity 5(f)(vii)	–	–	1,000	–
	Goods and services – associated company	369	51	39	51
	Other goods and services (ix)	8,623	5,597	8,623	5,597
	<b>Total goods and services receivables</b>	<b>8,992</b>	<b>5,648</b>	<b>13,329</b>	<b>9,315</b>
	Interest	25	43	25	42
	Capital use charge receivable	121	–	121	–
	GST receivable	820	2,212	820	2,212
	<b>Subtotal</b>	<b>9,958</b>	<b>7,903</b>	<b>14,295</b>	<b>11,569</b>
	Less provision for doubtful debts	(97)	(53)	(97)	(53)
	<b>Total receivables</b>	<b>9,861</b>	<b>7,850</b>	<b>14,198</b>	<b>11,516</b>
(ix)	The majority of goods and services receivable relate to advertising agencies.				

		Consolidated		Corporation	
		2002	2001	2002	2001
		\$'000	\$'000	\$'000	\$'000
8(b)	Receivables (continued)				
	Receivables include receivables:				
	Not overdue	9,613	7,636	13,950	11,302
	Overdue by:				
	– less than 30 days	92	89	92	89
	– 30 to 60 days	35	58	35	58
	– 60 to 90 days	34	11	34	11
	– more than 90 days	184	109	184	109
	Total receivables (gross)	9,958	7,903	14,295	11,569
8(c)	Investments				
	Non-government securities (x)	65,321	77,822	62,788	75,312
	Shares in controlled entity – at cost (xi)	–	–	–	–
	Shares in associated company (xii)	2,849	2,639	–	–
	Total investments	68,170	80,461	62,788	75,312
(x)	In 1999–2000, the Corporation received revenue from the TV Fund to provide analogue extensions to regional Australia over the next 12 years. These funds have been invested in non-government securities. Refer also to note 1(i).				
(xi)	Investment in controlled entity				
	The Corporation subscribed for 5 shares (\$1 each) in Multilingual Subscriber Television Ltd (MST Ltd) in 1994–95. MST Ltd is a wholly owned subsidiary of SBS Corporation. It was incorporated for the purpose of the Corporation's involvement in Pay TV. In 2002 \$1m was distributed to the Corporation from profits of MST Ltd.				
Name of entity		Country of Incorporation		Contributions to Consolidated Surplus	
		2002	2001	2002	2001
				\$'000	\$'000
Parent Entity					
SBS Corporation	Australia			8,968	11,044
Directly controlled by SBS Corporation					
MST Ltd	Australia	100%	100%	249	801
				9,217	11,845

8(c) Investments (continued)

(xii) Investment in associated company and equity information

Name of entity	Principal Activity	Ownership Interest	Ownership Interest	Balance Date	Balance Date
		2002	2002		
PAN TV Ltd	Production and delivery of media services	40%	40%	30 June 2002	30 June 2001

The Corporation's controlled entity (MST Ltd) subscribed for 220,000 shares in PAN TV Ltd in 1994-95, the subscription price deemed to be paid in consideration for a range of services provided by the economic entity to PAN TV Ltd. The purchase consideration for the shares acquired was valued at \$3,667,333, having regard to the price paid by the other investing partners in PAN TV Ltd in acquiring their shares. The equity accounted value of this investment as at 30 June 2002 was \$2.850m (2001: \$2.639m) having regard to the performance of PAN TV Ltd in 2002.

The range of services valued at \$3,667,333, have been fully provided by the Corporation to PAN TV Ltd on behalf of MST Ltd. This amount is shown as a receivable by the Corporation from its controlled entity, MST Ltd, and eliminated on consolidation.

PAN TV Ltd currently provides a "World Movies" Channel to Foxtel, Optus Vision, and Austar under distribution agreements.

	2002 \$'000	2001 \$'000
<b>Cost</b>		
Carrying amount of investment in associated company (at cost)	3,667	3,667
Dividends receivable from associated company	—	—
	3,667	3,667
<b>Equity</b>		
Carrying amount of investment in associated company (at cost)	3,667	3,667
Less share of retained losses	(817)	(1,028)
<b>Equity-accounted amount of investment</b>	<b>2,850</b>	<b>2,639</b>
Share of associate's operating profit (loss) before income tax	310	580
Share of income tax expense attributable to operating profit	(99)	(254)
<b>Share of operating profit (loss) after income tax</b>	<b>211</b>	<b>326</b>
<b>Accumulated results attributable to associate</b>		
1 July 2001	(1,028)	(1,354)
30 June 2002	(817)	(1,028)
<b>Movement in the equity accounted investment in associated company</b>		
Investment in associated company 1 July 2001	2,639	2,313
New investments during the year	—	—
Share of operating profit after income tax	211	326
Dividend revenue from associated company	—	—
Disposals during the year	—	—
<b>Investment in associated company 30 June 2002</b>	<b>2,850</b>	<b>2,639</b>
<b>Share of commitments</b>		
Share of operating lease commitments	23	16

		Consolidated		Corporation	
	Notes	2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
<b>9. NON-FINANCIAL ASSETS</b>					
<b>9(a) Land and buildings</b>	1(p)				
Freehold land – at independent valuation	(xiii)	9,700	9,700	9,700	9,700
Buildings – at independent valuation	(xiii)	46,375	46,375	46,375	46,375
Buildings – at cost		273	–	273	–
Less accumulated depreciation		(10,438)	(9,275)	(10,438)	(9,275)
		36,210	37,100	36,210	37,100
Leasehold improvements – at independent valuation	(xiii)	212	212	212	212
Leasehold improvements – at cost		1,539	–	1,539	–
Less accumulated amortisation		(190)	(161)	(190)	(161)
		1,561	51	1,561	51
<b>Total land and buildings</b>		<b>47,471</b>	<b>46,851</b>	<b>47,471</b>	<b>46,851</b>
<b>9(b) Plant and equipment</b>	1(p)				
Plant and equipment – at independent valuation	(xiii)	51,272	51,272	51,272	51,272
Plant and equipment – at cost		4,866	–	4,866	–
Less accumulated depreciation		(27,627)	(21,692)	(27,627)	(21,692)
		28,511	29,580	28,511	29,580
Plant and equipment under finance lease (at independent valuation)	1(l), 10(b), (xiii)	2,083	2,084	2,083	2,084
Less accumulated amortisation		(1,853)	(1,474)	(1,853)	(1,474)
		230	610	230	610
<b>Total plant and equipment</b>		<b>28,741</b>	<b>30,190</b>	<b>28,741</b>	<b>30,190</b>
<b>9(c) Intangibles</b>	1(p)				
Computer software at cost	(xiii)	2,151	2,110	2,151	2,110
Less accumulated amortisation		(1,387)	(1,196)	(1,387)	(1,196)
		764	914	764	914
<b>Total intangibles</b>		<b>764</b>	<b>914</b>	<b>764</b>	<b>914</b>
<b>Total property, plant, equipment and intangibles</b>		<b>76,976</b>	<b>77,955</b>	<b>76,976</b>	<b>77,955</b>

(xiii) All property, plant and equipment (except for leasehold improvements) were revalued in accordance with the deprival method of valuation at 30 June 2001 (see note 1p). Leasehold improvements were revalued in accordance with the deprival method of valuation as at 1 July 1999.

The revaluations for land and building were completed by independent valuers, based on market value for existing usage: Jim Power, AAPI, Certified Practising Valuer – Artarmon, NSW (land and building). Edward J Kinch MRICS AAPI (Senior Valuer) – Craigieburn, Victoria (land).

The revaluation for plant and equipment was made by an independent valuer Simon B O'Leary, AAPI, MSAA, based on the depreciated replacement cost of the equipment.

The revaluation for leasehold improvements was made by an independent valuer Mario Lancellotti, AAPI, based on the depreciated replacement cost of the improvements.

The valuation of computer software was completed at 30 June 2001. In 2001–02, Schedule 1 requires computer software to be carried at cost. In accordance with AASB 1041, the Corporation deemed the carrying amount for computer software at 30 June 2001 to be at cost.

9(d) Analysis of property, plant, equipment and intangibles  
(Corporation and Consolidated entity)

Movement summary 2001-02 for all assets irrespective of valuation basis

	Land \$'000	Buildings \$'000	Total land & buildings \$'000	Plant & equipment \$'000	Computer software/ licences \$'000	Total \$'000
<b>Gross value as at 1 July 2001</b>	<b>9,700</b>	<b>46,587</b>	<b>56,287</b>	<b>53,356</b>	<b>2,110</b>	<b>111,753</b>
Additions – Purchase of Assets	–	1,812	1,812	6,021	307	8,140
Revaluations: write-ups/(write-downs)	–	–	–	–	–	–
Assets transferred in/(out)	–	–	–	–	–	–
Write-offs	–	–	–	(1,006)	(266)	(1,272)
Disposals	–	–	–	(150)	–	(150)
<b>Gross value as at 30 June 2002</b>	<b>9,700</b>	<b>48,399</b>	<b>58,099</b>	<b>58,221</b>	<b>2,151</b>	<b>118,471</b>
<b>Accumulated depreciation/amortisation as at 1 July 2001</b>	<b>–</b>	<b>9,436</b>	<b>9,436</b>	<b>23,166</b>	<b>1,196</b>	<b>33,798</b>
Depreciation/amortisation charge for the year	–	1,192	1,192	7,429	452	9,073
Revaluations: write-ups/(write-downs)	–	–	–	–	–	–
Assets transferred in/(out)	–	–	–	–	–	–
Write-offs	–	–	–	(979)	(261)	(1,240)
Disposals	–	–	–	(136)	–	(136)
<b>Accumulated depreciation/amortisation as at 30 June 2002</b>	<b>–</b>	<b>10,628</b>	<b>10,628</b>	<b>29,480</b>	<b>1,387</b>	<b>41,495</b>
<b>Net book value as at 30 June 2002</b>	<b>9,700</b>	<b>37,771</b>	<b>47,471</b>	<b>28,741</b>	<b>764</b>	<b>76,976</b>
<b>Net book value as at 1 July 2001</b>	<b>9,700</b>	<b>37,151</b>	<b>46,851</b>	<b>30,190</b>	<b>914</b>	<b>77,955</b>

The majority of assets written off have been identified as obsolete, dismantled or scrapped following the fixed assets stocktake in 2002.

9(e) Summary of balances of assets at valuation as at 30 June 2002  
(Corporation and Consolidated entity)

	Land \$'000	Buildings \$'000	Total land & buildings \$'000	Plant & equipment \$'000	Computer software/ licences \$'000	Total \$'000
<b>As at 30 June 2002</b>						
Gross value	9,700	46,587	56,287	53,355	–	109,642
Accumulated depreciation/amortisation	–	(10,625)	(10,625)	(29,189)	–	(39,814)
<b>Net book value</b>	<b>9,700</b>	<b>35,962</b>	<b>45,662</b>	<b>24,166</b>	<b>–</b>	<b>69,828</b>
<b>As at 30 June 2001</b>						
Gross value	9,700	46,587	56,287	53,356	2,110	111,753
Accumulated depreciation/amortisation	–	(9,436)	(9,436)	(23,166)	(1,196)	(33,798)
<b>Net book value</b>	<b>9,700</b>	<b>37,151</b>	<b>46,851</b>	<b>30,190</b>	<b>914</b>	<b>77,955</b>

9(f) Summary of balances of assets held under finance lease as at 30 June 2002  
(Corporation and Consolidated entity)

	Land \$'000	Buildings \$'000	Total land & buildings \$'000	Plant & equipment \$'000	Computer software/ licences \$'000	Total \$'000
<b>As at 30 June 2002</b>						
Gross value	–	–	–	2,083	–	2,083
Accumulated depreciation/amortisation	–	–	–	(1,853)	–	(1,853)
<b>Net book value</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>230</b>	<b>–</b>	<b>230</b>
<b>As at 30 June 2001</b>						
Gross value	–	–	–	2,084	–	2,084
Accumulated depreciation/amortisation	–	–	–	(1,474)	–	(1,474)
<b>Net book value</b>	<b>–</b>	<b>–</b>	<b>–</b>	<b>610</b>	<b>–</b>	<b>610</b>

Notes 1(l), 10(b) and 9(b) also refer to the finance lease agreements entered into by the Corporation.

		Consolidated		Corporation	
	Notes	2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
9(g)	Inventories				
	All inventories are current assets.				
	<b>Inventories not held for sale</b>				
	Purchased program stocks – at cost	13,279	13,498	13,279	13,498
	Less accumulated amortisation	(8,669)	(9,976)	(8,669)	(9,976)
		4,610	3,522	4,610	3,522
	Commissioned programs (completed) – at cost	32,329	23,345	32,329	23,345
	Less accumulated amortisation	(18,434)	(15,517)	(18,434)	(15,517)
		13,895	7,828	13,895	7,828
	Commissioned programs – in progress	3,403	4,069	3,403	4,069
	<b>Total inventories not held for sale</b>	21,908	15,419	21,908	15,419
	<b>Total inventories</b>	21,908	15,419	21,908	15,419
9(h)	Other non-financial assets				
	Prepayments	7,838	6,660	7,838	6,660
	<b>Total other non-financial assets</b>	7,838	6,660	7,838	6,660
<b>10. INTEREST BEARING LIABILITIES</b>					
10(a)	Loans				
	<b>Bank loans</b>				
	Bank loans	24,000	39,000	24,000	39,000
	Less sinking fund (bank loan offset)	–	(17,256)	–	(17,256)
	<b>Total loans</b>	24,000	21,744	24,000	21,744
(xiv)	The balance of the bank loan of \$39m from ABN AMRO for the construction and enhancement of the premises at Artarmon was refinanced with a loan of \$24m. The Corporation has no other used or unused facility.				
	A sinking fund had been established to set aside moneys for the repayment of the loan from ABN AMRO.				
	At the reporting date, the loan from Westpac is due within one year and has been recognised as a current liability:				
	within one year:	24,000	21,744	24,000	21,744
	In one to five years	–	–	–	–
	In more than five years:	–	–	–	–
	<b>Total loans</b>	24,000	21,744	24,000	21,744

	Notes	Consolidated		Corporation	
		2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
<b>10(b) Finance lease liabilities</b>	(xv)				
Lease liabilities recognised in the statement of assets and liabilities					
Current		86	396	86	396
Non-current		18	104	18	104
<b>Total lease liabilities</b>		<b>104</b>	<b>500</b>	<b>104</b>	<b>500</b>
Finance leases liabilities at the reporting date and related finance charges are payable as follows:					
No later than one year		90	422	90	422
In one to five years		19	108	19	108
In more than five years:		–		–	
Minimum lease payments		109	530	109	530
Less future finance charges		(5)	(30)	(5)	(30)
<b>Total lease liabilities</b>		<b>104</b>	<b>500</b>	<b>104</b>	<b>500</b>
(xv) The Corporation has entered into two separate finance lease agreements for the purpose of acquiring equipment for signal splitting to other states, and for digital editing and recording equipment (see notes 11 and 9f).					
<b>11. PROVISIONS</b>					
<b>11(a) Employee Provisions</b>					
Salaries and wages		1,392	1,298	1,392	1,298
Leave		12,473	11,979	12,473	11,979
Superannuation		184	199	184	199
<b>Aggregate employee entitlement liability</b>	(xvi)	<b>14,049</b>	<b>13,476</b>	<b>14,049</b>	<b>13,476</b>
(xvi) Employee provisions are categorised as follows					
Current		8,259	7,786	8,259	7,786
Non-current		5,790	5,690	5,790	5,690
<b>Aggregate employee entitlement liability</b>		<b>14,049</b>	<b>13,476</b>	<b>14,049</b>	<b>13,476</b>

		Consolidated		Corporation	
	Note	2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
12. PAYABLES					
12(a) Suppliers					
Trade creditors		8,927	7,243	8,892	7,239
Total suppliers payables		8,927	7,243	8,892	7,239
12(b) Other payables					
Deferred Revenue		250	1,357	250	1,357
Prepayments received	(xvii)	49,061	61,306	49,061	61,306
Total other payables		49,311	62,663	49,311	62,663
(xvii) In 1999–2000, the Corporation received revenue from the TV Fund to provide analogue extensions to regional Australia over the next 12 years. Refer also to notes 1(i) and 8(c).					
13. CASH FLOW RECONCILIATION					
Reconciliation of operating surplus to net cash flows provided by operating activities.					
Net operating surplus		9,217	11,845	8,968	11,044
Depreciation and amortisation of property, plant and equipment		9,073	7,281	9,073	7,281
Decrease/(increase) in payables to suppliers for capital purchases		285	2,785	285	2,785
(Decrease)/increase in appropriation for capital use charge receivable		–	123	–	123
Write-off of assets		32	436	32	436
(Gain)/loss on disposal of property, plant and equipment		(12)	53	(12)	53
(Decrease)/increase in provision for doubtful debts		44	(78)	44	(78)
(Decrease)/increase in interest on capitalised investments		3,684	4,523	3,716	4,523
Decrease/(increase) in revenue prepaid for analogue extensions		(15,136)	(17,538)	(15,136)	(17,538)
Decrease/(increase) in interest on sinking fund investment		(923)	(1,069)	(923)	(1,069)
(Gain)/loss on investment in associated company		(211)	(326)	–	–
Changes in assets and liabilities:					
Decrease/(increase) in receivables		(1,934)	(2,518)	(2,605)	(2,517)
Decrease/(increase) in inventories		(6,489)	(3,311)	(6,489)	(3,311)
Decrease/(increase) in prepayments paid		(1,178)	(930)	(1,178)	(930)
(Decrease)/increase in liabilities to employees		573	(199)	573	(199)
(Decrease)/increase in payables to suppliers		1,684	(105)	1,653	(104)
(Decrease)/increase in prepayments received		(1,107)	1,214	(1,107)	1,214
Net cash from (used by) operating activities		(2,398)	2,186	(3,106)	1,713

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Special Broadcasting Service Corporation and Controlled Entity

## 14. EQUITY

(Consolidated entity)

Item	Capital		Accumulated results		Asset revaluation reserve		Total reserves		TOTAL EQUITY	
	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000
<b>Balance 1 July 2001</b>	<b>38,199</b>	<b>14,799</b>	<b>31,230</b>	<b>28,758</b>	<b>15,722</b>	<b>10,056</b>	<b>15,722</b>	<b>10,056</b>	<b>85,151</b>	<b>53,613</b>
Operating result			9,217	11,845					9,217	11,845
Net revaluation increases/decreases					-	5,666	-	5,666	-	5,666
Injection of Capital	8,000	23,400							8,000	23,400
Capital Use Charge			(9,949)	(9,373)					(9,949)	(9,373)
<b>Balance 30 June 2002</b>	<b>46,199</b>	<b>38,199</b>	<b>30,498</b>	<b>31,230</b>	<b>15,722</b>	<b>15,722</b>	<b>15,722</b>	<b>15,722</b>	<b>92,419</b>	<b>85,151</b>

(Corporation)

Item	Capital		Accumulated results		Asset revaluation reserve		Total reserves		TOTAL EQUITY	
	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000
<b>Balance 1 July 2001</b>	<b>38,199</b>	<b>14,799</b>	<b>29,624</b>	<b>27,953</b>	<b>15,722</b>	<b>10,056</b>	<b>15,722</b>	<b>10,056</b>	<b>83,545</b>	<b>52,808</b>
Operating result			8,968	11,044					8,968	11,044
Net revaluation increases/decreases					-	5,666	-	5,666	-	5,666
Injection of Capital	8,000	23,400							8,000	23,400
Capital Use Charge			(9,949)	(9,373)					(9,949)	(9,373)
<b>Balance 30 June 2002</b>	<b>46,199</b>	<b>38,199</b>	<b>28,643</b>	<b>29,624</b>	<b>15,722</b>	<b>15,722</b>	<b>15,722</b>	<b>15,722</b>	<b>90,564</b>	<b>83,545</b>

## 15. FINANCIAL INSTRUMENTS

### (a) Terms, conditions and accounting policies

Financial Instrument	Notes	Accounting Policies and Methods (including recognition criteria and measurement basis)	Nature of underlying instrument (including significant terms & conditions affecting the amount, timing and certainty of cash flows)
<b>Financial assets</b>		Financial assets are recognised when control over future economic benefits is established and the amount of the benefit can be reliably measured.	
Cash	8(a)	Cash at bank and on hand is recognised at its nominal value. Interest is credited to revenue as it accrues.	Funds, mainly from monthly drawdowns of appropriation placed in bank accounts with the Corporation's banker.
Receivables for goods & services	8(b)	The receivables are recognised at the nominal amounts less any provision for doubtful debts. A provision is raised for doubtful debts based on a review of all outstanding amounts at year end. Bad debts are written off during the period in which they are identified.	Credit terms for receivables for goods and services are net 45 days for advertising debtors and 30 days for other debtors.
Sinking fund (bank loan offset)	10(a)	The sinking fund represents funds invested with ABN AMRO. It was established to set aside moneys for the repayment of the bank loan of \$39m for the construction of the building at Artarmon. It was fully utilised to refinance the loan in 2002 – see note 10 (a).	Prior to refinancing the loan in 2002, funds invested were \$18,179,302 (including interest). The funds invested with ABN AMRO had an average effective interest rate of 7.0% p.a. Interest compounded semi-annually.
Non-government security	8(c)	SBS has a series of investments with banks and other financial institutions for funds not immediately required for operational expenditure (for example, analogue extension moneys received from the TV fund to meet expenditure in the next twelve years).	The investments are by purchase of negotiable certificates of deposits for varying periods between 1 month and 12 years. The weighted average effective interest rate of these investments is 5.6%.
<b>Financial liabilities</b>		Financial liabilities are recognised when a present obligation to another party is entered into and the amount of the liability can be reliably measured.	
Bank Loans	10(a) 15(b) (viii)	Bank loans are recognised at their principal amounts. Interest is expensed as it accrues.	SBS established a loan facility with ABN AMRO in 1992 for the purpose of funding its specialised broadcasting premises at Artarmon. The facility expired on 31 March 2002, and was refinanced at that time through an unsecured loan – refer to note 15(b)(viii)).
Finance Lease Liabilities	10(b)	Liabilities are recognised at the present value of the minimum lease payments at the beginning of the lease. The discount rates used are estimates of the interest rates implicit in the leases.	At reporting date, the Corporation had entered into two separate finance lease agreements. The terms of the leases are 5 years and 5.5 years. The interest rate implicit in the leases averaged 7.0%.
Trade Creditors	12(a)	Creditors and accruals are recognised at their nominal amounts, being the amounts at which the liabilities will be settled. Liabilities are recognised to the extent that the goods or services have been received (irrespective of having been invoiced).	Settlement is usually made net 30 days.

### 15(b) Interest rate risk

The economic entity has no unrecognised financial assets or liabilities as at 30 June 2002. Interest rate details of recognised financial assets and liabilities are disclosed below. Investment in the economic entity's associated company is excluded, in accordance with the Australian Accounting Standard (AAS 33) on *Presentation and Disclosure of Financial Instruments*. Equity information in respect of the economic entity's associated company is disclosed in notes 8(c).

Financial Instrument	Notes	Floating Interest Rate		Fixed Interest Rate						Non-Interest Bearing			Total		Weighted Average Effective Rate		
		Interest Rate		1 year or less		1 to 5 years		> 5 years									
		2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000
<b>Financial Assets</b>																	
Cash		4,057	2,547	-	-	-	-	-	-	-	-	-	-	4,057	2,547	3.7%	3.9%
Receivables for goods and services	8(b)	-	-	-	-	-	-	-	-	-	9,861	7,850	-	9,861	7,850	n/a	n/a
Sinking fund (bank loan offset)	10(a)	-	-	-	17,256	-	-	-	-	-	-	-	-	-	17,256	n/a	7.0%
Non government security	8(c)	-	-	46,978	58,159	-	-	18,343	19,663	-	-	-	-	65,321	77,822	5.6%	5.5%
<b>Total Financial Assets (Recognised)</b>		<b>4,057</b>	<b>2,547</b>	<b>46,978</b>	<b>75,415</b>	<b>-</b>	<b>-</b>	<b>18,343</b>	<b>19,663</b>	<b>-</b>	<b>9,861</b>	<b>7,850</b>	<b>-</b>	<b>79,239</b>	<b>105,475</b>		
<b>Total Assets</b>														<b>188,810</b>	<b>190,892</b>		

Financial Instrument	Notes	Floating Interest Rate		Fixed Interest Rate						Non-Interest Bearing			Total		Weighted Average Effective Rate		
		Interest Rate		1 year or less		1 to 5 years		> 5 years									
		2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000	2002 \$000	2001 \$000
<b>Financial Liabilities</b>																	
Bank Loans	10(a)	-	-	24,000	39,000	-	-	-	-	-	-	-	-	24,000	39,000	4.9%	10.9%
Finance lease liabilities	10(b)	-	-	86	396	18	104	-	-	-	-	-	-	104	500	7.0%	7.0%
Trade creditors	12(a)	-	-	-	-	-	-	-	-	8,927	7,243	8,927	7,243	8,927	7,243	n/a	n/a
<b>Total Financial Liabilities (Recognised)</b>		<b>-</b>	<b>-</b>	<b>24,086</b>	<b>39,396</b>	<b>18</b>	<b>104</b>	<b>-</b>	<b>-</b>	<b>8,927</b>	<b>7,243</b>	<b>33,031</b>	<b>46,743</b>	<b>96,391</b>	<b>105,741</b>		
<b>Total Liabilities</b>																	

- (viii) SBS entered into an interest rate hedge on 4 June 2002 to minimise the risk of interest rate movements on a Commonwealth loan which was to be provided after balance date (2 July 2002) – at the prevailing 10 year Government bond rate. The Commonwealth loan of \$24 million was to repay the balance owing on a loan raised in 1992 for its Attamoon premises. The specific hedge entered into by the Corporation (on 4 June 2002) effectively locked the interest rate on the loan at 6.23%.

**15(c) Foreign currency risk**

The economic entity enters into forward exchange contracts to hedge foreign currency purchases when they are significant. The Corporation did not enter into any specific foreign exchange contracts in 2002.

**15(d) Credit risk**

The economic entity's maximum exposures to credit risk at reporting date in relation to each class of recognised financial assets is the carrying amount of those assets, as reported in the Statement of Financial Position.

The economic entity has no significant exposures resulting from any concentration of credit risk.

**15(e) Net fair values of financial assets and liabilities**

The net fair values of cash, receivables for goods and services, Commonwealth loans and trade creditors approximate their carrying amounts. The net fair values of non government securities, bank loan and finance lease liabilities are based on discounted cash flows using current interest rates for liabilities with similar risk profiles, and are shown below.

	Notes	Carrying Amount		Net Fair Value	
		2002 \$'000	2001 \$'000	2002 \$'000	2001 \$'000
<b>Financial assets</b>					
Cash		4,057	2,547	4,057	2,547
Receivables for goods and services	8(b)	9,861	7,850	9,861	7,850
Non government securities	8(c)	65,321	77,822	65,744	78,144
<b>Total financial assets</b>		<b>79,239</b>	88,219	<b>79,662</b>	88,541
<b>Financial liabilities</b>					
Bank loans	10(a)	24,000	21,744	24,000	23,019
Finance lease liabilities	10(b)	104	500	104	501
Trade creditors	12(a)	8,927	7,243	8,927	7,243
<b>Total financial liabilities</b>		<b>33,031</b>	29,487	<b>33,031</b>	30,763

# APPENDIX 1

## SBS ACT – COMPLIANCE WITH SECTION 73

- a) particulars of any broadcast by SBS during the year because of a direction by the Minister under subsection 12 (1). **None.**
- b) particulars of any broadcast by SBS during the year because of a direction by the Minister otherwise than under this Act. **None.**
- c) particulars of any written statement of Commonwealth Government policy given to the Board by the Minister during the year and the action (if any) taken by the Board in respect of the statement. **None.**
- d) particulars of any gift, devise or bequest accepted by SBS during the year. **None.**
- e) particulars of how the programming activities during the year have related to SBS's Charter obligations  
**See sections 'Television', 'Radio', 'New Media', 'Business' and 'The Corporation' and the 'Report of Operations 2001–02'. Relevant sections within the Appendix include: SBS Television – Languages Broadcast 2001–02 (Appendix 3); SBS Television Programs by Category 2001–02 (Appendix 4); SBS Independent Commissioned and Transmitted programs (Appendix 6); SBS Radio schedule (Appendix 7); SBS Radio – Languages Broadcast 2001–02 (Appendix 9);**
- f) particulars of the total revenue earned during the year from advertising and sponsorship, of the identity of each advertiser or sponsor and of the program (if any) with which advertiser or sponsor is associated.  
**See Financial Statements. For SBS Television Sponsors 2001–02 (Appendix 10); SBS Television Advertisers 2001–02 (Appendix 11); SBS Radio Advertisers 2001–02 (Appendix 12).**
- g) particulars of any direction by the Minister during the year under section 11 or 12. **None.**
- h) particulars of any advice received by the Board during the year from the Community Advisory Committee (CAC) and the action taken by the Board in response to that advice.  
**See 'The Corporation' and 'Report of Operations 2001–02' and for members of the CAC see Appendix 13.**
- i) particulars of any other measures taken by the Board during the year to ensure that the Board is aware of, and response to, community needs and opinions on matters relevant to SBS's Charter.  
**See 'Television', 'Radio', 'New Media', 'The Corporation' and 'Report of Operations 2001–02'.**
- j) an assessment of the extent to which the operations of SBS and its subsidiaries during the year have achieved the objectives of SBS and its subsidiaries under the Corporate Plan and fulfilled the functions of SBS.  
**Such details are included throughout the body of the Report.**
- k) particulars of any activities carried out during the year by SBS under subsection 52 (2).  
**See 'Business' and 'Financial Statements'.**
- l) particulars of the activities during the year of any authorised business with which SBS is associated under section 52.  
**See 'Business' and 'Financial Statements'.**

# APPENDIX 2

## SBS TELEVISION SERVICES

AREA SERVED	CHANNEL	AREA SERVED	CHANNEL	AREA SERVED	CHANNEL
<b>SBS Analogue Television</b>				<b>QLD</b>	
ACT		Manning River	59	Airlie Beach	34
Canberra	28	Merewether	32	Atherton	56
Fraser	53	Mudgee*	58	Augathella*	6
Tuggeranong	54	Murrumbidgee Irrigation		Aurukun*	63
Weston Creek/Woden	58	Area (Griffith)	28	Ayr	57
<b>NSW</b>		Murwillumbah	57	Babinda	45
Albury North	53	Narooma	47	Bamaga*	52
Armidale	30	Newcastle	45	Barcaldine*	60
Ashford	54	North Armidale*	61	Bedourie*	69
Batemans Bay/Moruya	55	Nowra North	29	Bell	53
Bathurst	46	Oberon*	54	Birdsville*	69
Bega	43	Portland/Wallerawang	54	Blackwater	43
Berridale*	36	Richmond/Tweed	41	Boonah	54
Bourke*	57	Rylstone/Kandos*	57	Bowen	48
Bowral/Mittagong	30	South Western Slopes/E Riverina	29	Bowen Town	29
Braidwood	54	Stanwell Park	48	Boyne Island	54
Broken Bay	64	Sydney	28	Brisbane	28
Broken Hill	44	Tamworth	52	Cairns	30
Central Tablelands	30	Tenterfield	54	Cairns East	35
Central Western Slopes	29	Tumbarumba*	57	Cairns North	53
Cobar*	28	Tumut*	54	Camooweal*	63
Coffs Harbour	69	Tweed Heads	28	Capella	29
Coolah	53	Ulladulla	30	Charleville*	7
Cooma	53	Upper Hunter (Scone)	65	Clermont	56
Cootamundra*	56	Upper Namoi	28	Cloncurry*	60
Cowra	45	Vacy	28	Cooktown*	61
Deniliquin	69	Wagga Wagga	53	Croydon*	6
Dubbo	54	Walgett*	60	Cunnamulla*	62
Dungog	42	Wollongong	32	Curumbin	48
East Grove*	43	Wyang	39	Darling Downs	29
Eden	69	Young*	58	Dimbulah	43
Emmaville	52	NT		Dysart	60
Forster*	41	Alice Springs	28	Emerald	58
Glen Innes	53	Ampilatwatja*	58	Eromanga*	63
Gloucester	30	Bathurst Island	63	Esk	52
Gosford	58	Darwin	28	Eulo*	63
Goulburn	58	Darwin North	61	Georgetown*	63
Grafton/Kempsey	28	Groote Eylandt*	43	Gladstone (East)	29
Gulgong*	68	Ikuntji*	54	Gladstone (West)	52
Hay	60	Jabiru*	61	Gold Coast	61
Illawarra	53	Katherine*	58	Gordonvale	58
Inverell	41	Maningrida*	60	Gunpowder*	60
Jerilderie	59	McArthur River Mine*	63	Gympie	42
Khancoban*	57	Milikapiti*	63	Gympie Town	50
Kings Cross	58	Milingimbi*	63	Herberton	57
Kotara	55	Nhulunbuy*	55	Hervey Bay	52
Laurieton	56	Oenpelli*	60	Hughenden*	69
Lightning Ridge*	60	Pine Creek*	69	Hungerford*	60
Lithgow	29	Pularumpi*	66	Ilfracombe*	68
Lithgow East	52	Tennant Creek*	58	Isisford*	68
Lord Howe Island (North)*	6	Tindal*	56	Julia Creek*	59
Lord Howe Island (South)*	7	Titjikala*	65	Jundah*	63
Manly/Mosman	39	Yulara*	58	Linville*	60
				Longreach*	54

## APPENDIX 2 (CONTINUED)

### SBS TELEVISION SERVICES

AREA SERVED	CHANNEL	AREA SERVED	CHANNEL	AREA SERVED	CHANNEL
Mabuiag Island*	63	Elizabeth South	60	VIC	
Mackay	30	Golden Grove*	53	Alexandra	68
Mareeba	45	Gumeracha*	53	Alexandra Environs	28
Middlemount	48	Kingston SE/Robe	53	Bairnsdale	54
Mission Beach	62	Marla*	60	Ballarat	30
Moranbah*	67	Naracoorte	54	Bendigo	29
Morven*	9	Normanville*	54	Bonnie Doon	55
Mossman	29	Oodnadatta*	57	Bright	29
Mount Isa	29	Peterhead*	53	Bruthen	50
Nambour	55	Port Lincoln	54	Churchill	52
Napranum*	66	Renmark/Loxton	30	Colac	55
Nebo	52	Roxby Downs*	53	Eildon	30
Noosa/Tewantin	29	South East (Mt Gambier)	29	Eildon Town	48
Normanton*	52	Spencer Gulf North	34	Ferntree Gully	68
Port Douglas	52	Swan Reach*	63	Foster	60
Proserpine	53	Truro Grove*	69	Gisborne*	68
Quilpie*	63	Timby Bay	29	Goulburn Valley (Shepparton)	34
Ravenshoe	53	Victor Harbor	52	Horsham	48
Redlynch	57	Waikerie	53	Jamieson*	55
Richmond*	65	Woomera*	28	Kiewa	54
Rockhampton	28	Yankalilla*	53	Lakes Entrance	29
Rockhampton East	52	TAS		Latrobe Valley	34
Roma*	60	Acton Road*	52	Mansfield	53
Seisia*	62	Barrington Valley	37	Marysville	58
Shute Harbour	55	Burnie	55	Melbourne	28
Smithfield Heights	53	Circular Head*	60	Mildura/Sunraysia	29
Southern Downs	30	Cygnets	42	Mitta Mitta*	65
St George*	61	Dover	53	Murray Valley (Swan Hill)	44
Stonehenge*	63	Dover South	41	Myrtleford	59
Stuart	56	East Devonport	54	Nhill	59
Sunshine Coast	34	Geeveston	54	Old Tallangatta*	59
Texas	67	Hillwood	37	Port Campbell*	66
Thargomindah*	60	Hobart	28	Portland	69
Tieri	56	Hobart NE Suburbs	54	Redcliffs*	66
Toowoomba	53	Launceston	53	Safety Beach	58
Townsville	28	Lilydale	54	Selby	69
Townsville North	52	Meander	53	Seymour	67
Tully	58	Mole Creek*	54	South Yarra	58
Warwick	67	NE Tasmania	29	Upper Murray	30
Wide Bay	30	New Norfolk	53	Upwey	51
Windorah*	63	Orford	52	Warburton	58
Winton*	54	Penguin	34	Warrnambool	55
Wyandra*	63	Smithton*	38	Warrnambool City	58
Yaraka*	39	Stanley*	69	Western Victoria (Hamilton)	28
Yeppoon	53	Taroona	43	Yea	30
SA		Tullah*	52	WA	
Adelaide	28	Ulverstone	53	Albany	40
Adelaide Foothills	43	Wayatinah*	52	Badgingarra*	59
Angaston/Barossa*	69	Wynyard	30	Boddington*	62
Carrickalinga*	52	Territories		Bridgetown*	54
Ceduna/Smoky Bay*	12	Norfolk Island*	9	Broome	29
Cooper Pedy*	60			Bunbury	33
Cowell	58			Carnamah*	56

# APPENDIX 2 (CONTINUED)

## SBS TELEVISION SERVICES

AREA SERVED	CHANNEL	AREA SERVED	CHANNEL	AREA SERVED	CHANNEL
Carnarvon*	28	Kalgoorlie	28	Newdegate*	57
Central Agricultural	47	Kambalda*	52	Newman*	69
Cervantes*	40	Karratha	66	Northampton	59
Collie*	57	Kondinin*	63	Nyabing*	67
Condingup*	58	Kununoppin*	58	Perth	28
Dampier*	38	Kununurra*	29	Pingrup*	61
Denham*	67	Lagrange*	60	Port Hedland	42
Derby*	59	Lake Grace*	36	Ravensthorpe*	58
Eneabba*	40	Lake King*	60	Roleystone	54
Esperance	28	Lancelin*	65	Southern Agricultural	28
Exmouth*	60	Laverton*	60	Toodyay	34
Gascoyne Junction*	63	Leonora*	66	Trayning*	63
Geraldton	29	Maryville*	53	Wagin	29
Gracetown*	58	Meekatharra*	60	Westonia*	56
Green Head*	42	Menzies*	60	Wickham*	69
Halls Creek*	58	Molloy Island*	62	Wiluna*	60
Hopetoun*	59	Mukinbudin*	37	Wyndham*	58
Hyden*	38	Narrogin*	54	Yalgoo*	60
AREA SERVED	CHANNEL	AREA SERVED	CHANNEL	AREA SERVED	CHANNEL
SBS Digital Television		NT		VIC	
ACT		Darwin	29	Melbourne	29
Canberra	30	QLD		TAS	
NSW		Brisbane	36	Hobart	9A
Newcastle	38	SA		WA	
Sydney	34	Adelaide	33	Perth	29

\*denotes Self-Help Service

# APPENDIX 3

## SBS TELEVISION – LANGUAGES BROADCAST

LANGUAGE	TOTAL HOURS	% OF TOTAL PROG. TIME	% OF LOTE PROG. TIME	LANGUAGE	TOTAL HOURS	% OF TOTAL PROG. TIME	% OF LOTE PROG. TIME
Afrikaans	1.00	0.02%	0.03%	Norwegian	13.22	0.20%	0.38%
Albanian	1.17	0.02%	0.03%	Pidgin	3.92	0.06%	0.11%
Arabic	75.09	1.13%	2.15%	Polish	74.09	1.11%	2.12%
Bahasa Indonesia	136.46	2.05%	3.91%	Portuguese	34.91	0.52%	1.00%
Bengali	5.16	0.08%	0.15%	Romani	2.06	0.03%	0.06%
Bosnian	1.55	0.02%	0.04%	Romanian	3.16	0.05%	0.09%
Bulgarian	2.07	0.03%	0.06%	Russian	187.18	2.81%	5.36%
Cantonese	114.93	1.73%	3.29%	Serbian	3.90	0.06%	0.11%
Catalan	2.99	0.04%	0.09%	Sicilian	1.24	0.02%	0.04%
Croatian	9.43	0.14%	0.27%	Sinhala	3.36	0.05%	0.10%
Czech	17.59	0.26%	0.50%	Slovak	1.65	0.02%	0.05%
Danish	20.39	0.31%	0.58%	Slovene	8.00	0.12%	0.23%
Dutch	26.42	0.40%	0.76%	Spanish	394.61	5.93%	11.30%
English	3166.34	47.56%	–	Swedish	33.80	0.51%	0.97%
Estonian	8.94	0.13%	0.26%	Tagalog	6.71	0.10%	0.19%
Farsi	23.49	0.35%	0.67%	Tamil	1.85	0.03%	0.05%
Finnish	5.91	0.09%	0.17%	Thai	12.72	0.19%	0.36%
Flemish	3.48	0.05%	0.10%	Tibetan	2.04	0.03%	0.06%
French	508.80	7.64%	14.57%	Turkish	12.58	0.19%	0.36%
German	348.92	5.24%	9.99%	Ukrainian	22.02	0.33%	0.63%
Greek	333.33	5.01%	9.55%	Urdu	7.70	0.12%	0.22%
Hebrew	18.55	0.28%	0.53%	Various Languages	1.27	0.02%	0.04%
Hindi	12.53	0.19%	0.36%	Vietnamese	10.04	0.15%	0.29%
Hungarian	48.68	0.73%	1.39%	Welsh	4.64	0.07%	0.13%
Italian	387.40	5.82%	11.10%	Yiddish	7.85	0.12%	0.22%
Jamaican Creole (English)	1.71	0.03%	0.05%	Zulu	3.65	0.05%	0.10%
Japanese	217.53	3.27%	6.23%	Languages with individual durations of less than one hour	21.00	0.32%	0.60%
Khmer	4.08	0.06%	0.12%				
Korean	15.63	0.23%	0.45%				
Kurdish	1.32	0.02%	0.04%				
Lithuanian	1.00	0.02%	0.03%				
Malayalam	3.79	0.06%	0.11%				
Maltese	34.62	0.52%	0.99%				
Mandarin	193.97	2.91%	5.56%				
Mongolian	3.45	0.05%	0.10%				
No dialogue	20.63	0.31%	0.59%				
				<b>Total LOTE</b>	<b>3491.18</b>	<b>52.44%</b>	<b>100.00%</b>
				<b>Total hours broadcast</b>	<b>6657.52</b>	<b>100.00%</b>	

# APPENDIX 4

## TOP SBS TELEVISION PROGRAMS BY CATEGORY

CATEGORY	NUMBER OF HOURS IMPORTED	% OF TOTAL TIME	NUMBER OF HOURS LOCAL	% OF TOTAL TIME
Animation	24.55	0.37%	18.67	0.28%
Comedy	1.65	0.02%	4.10	0.06%
Comedy Series	47.28	0.71%	9.31	0.14%
Cooking	3.01	0.05%	12.55	0.19%
Current Affairs	–	0.00%	162.67	2.44%
Dance	4.29	0.06%	–	0.00%
Documentary	364.74	5.48%	94.59	1.42%
Documentary series	401.05	6.02%	133.59	2.01%
Drama	6.32	0.09%	4.78	0.07%
Drama series	123.45	1.85%	2.65	0.04%
Eat Carpet	37.95	0.57%	–	0.00%
Funny Shorts	6.68	0.10%	0.18	0.00%
Education	–	0.00%	120.76	1.81%
Feature	1219.55	18.32%	4.90	0.07%
Filler	12.49	0.19%	0.08	0.00%
Magazine	–	0.00%	86.10	1.29%
Music	8.63	0.13%	12.65	0.19%
News	2247.37	33.76%	290.47	4.36%
Opera	86.35	1.30%	–	0.00%
Performance	1.43	0.02%	0.75	0.01%
Special	–	0.00%	6.48	0.10%
Sport	38.50	0.58%	1056.95	15.88%
Totals	4635.29	69.62%	2022.23	30.38%
Grand Total	6657.52			

# APPENDIX 5

## SBS TELEVISION PROGRAMS CLASSIFICATION

MONTH	G	PG	M	MA	MAV	R(NSTV)	NUMBER OF PROGRAMS	TOTAL TIME HOURS: MIN
Jul 2001	43	36	20	15	5	2	121	98:08
Aug 2001	65	23	38	8	2	3	139	111:06
Sep 2001	55	31	43	8	1	4	142	99:00
Oct 2001	63	31	45	13	2	1	155	114:18
Nov 2001	104	23	39	10	0	1	177	98:14
Dec 2001	57	9	19	12	1	1	99	82:25
Jan 2002	65	21	23	13	1	0	123	106:35
Feb 2002	73	24	33	14	0	0	144	104:57
Mar 2002	40	21	34	7	1	0	103	92:13
Apr 2002	36	18	27	5	2	1	89	85:23
May 2002	57	23	34	10	5	2	131	125:35
Jun 2002	34	10	36	11	4	1	96	85:00
Total	692	270	391	126	24	16	1519	1202:54
	45.56%	17.77%	25.74%	8.29%	1.58%	1.05%		

# APPENDIX 6

## SBS INDEPENDENT – COMMISSIONED PROGRAMS 2001–02

### GENERAL PRODUCTION FUND (17.5 hours of documentaries)

#### Documentary

##### Half Hour Series

###### AUSTRALIA BY NUMBERS

– LOVE BITES — Teenagers record their view of life in Tasmania's Derwent Valley

##### One Hour Documentaries

BROTHERHOOD — When 'brothers' fall out: a cautionary tale for our times

TARING PADI — Art and activism among young Indonesians

THE ORIGINAL MERMAID — The story of Annette Kellerman, swimmer and actress

GOING SLOW — Exploring the eco-gastronomic 'slow food' movement

THE INHERITANCE — A fisherman loses his livelihood after a mining disaster

DEMON FAULT — The story of the pursuit of gold in Timbarra plateau

##### SBSI/FFC ACCORD Documentaries – One Hour

KING OF BELLE-ILLE — The life of Australian Impressionist painter John Russell

BLACK CHICKS TALKING — Leah Purcell's explores the lives of five indigenous women.

WHITLAM, THE LAST WORD — Gough Whitlam reflects on his life and political times

A BAND TOGETHER — Richard Tognetti and the Australian Chamber Orchestra

YUM CHA CHA — The life and work of Chinese exile painter Nancy King (Ming Yu)

BETELNUT IS BAD MAGIC FOR AEROPLANES — The adventures of filmmakers in Papua New Guinea

IN LIMBO — A lawyers battle to find homes for Vietnamese boat people

MADAM MARY — A woman's crusade to build the best sex empire in Australia

LONG SHADOWS — Caring for the survivors of the Holocaust

THE RIDDLE OF THE BRADSHAW — Cave paintings from the Kimberley region

### SPECIAL PRODUCTION FUND (41.4 hours of documentaries and 39.5 hours of commissioned drama and animation)

#### Documentary

##### Half Hour

DREAMS OF TABOO — a story of incest and the repercussions in adult life

##### Documentary Series – Half Hour

###### MY WAY

– PAINTING WITH LIGHT — Photography on the mean streets

– TRESPASS – YVONNE MARGARULA'S FIGHT FOR COUNTRY — An indigenous woman's fight to save her people, language and land

– DESPERATE MAN BLUES — Joe Bussard and his collecting obsession

– ONLY A MOTHER COULD LOVE HIM — A personal story of living with Attention Deficit Hyperactivity Disorder

##### Documentary – One Hour

THE AUSTRALIAN EYE — Jane Elliott's workshop against racism

BECOMING JULIA — A man starts living full-time as a woman

RAINBOW BIRD AND MONSTER MAN — The life of a sexually abused man

SEEKING ASYLUM — Detainees at Woomera's detention centre tell their stories

DEATH THE FINAL MYSTERY — A story of death and grief

A CAVE IN THE SNOW — Buddhist Tenzin Palmo wants to go to live in a cave

FAHIMEH'S STORY — An Iranian divorcee marries a retired Australian army sergeant

WHO'S KILLING THE CORAL? — The fight to save the Great Barrier Reef

THE WHAT IF? MAN — The life of science fiction encyclopaedia buff Peter Nicholls

BITTER HARVEST — The drug trade of central Asia and its impact on world politics

MEMORY PASSED, THE MARCH OF THE LIVING — Holocaust survivors on an epic journey

LABOUR OF LOVE — Four couples try for a baby using the IVF process

LUCKY KINGS, POKER IS LIFE — Obsessed gamblers reveal all

##### Documentary Series

TALES FROM A SUITCASE III [7x Half Hours] — The complexity of the Afghan refugee experience

FEARLESS: WIND CHIMES IN THE STORM [4 X Half Hours] — Stories of heroic Asian women

FIRST AUSTRALIAN NATIONS [8 x 1 Hours] — The history of indigenous Australia from pre-history to the present day

MUCH DEPENDS ON DINNER [6 x 1Hours] — The extraordinary human history of a meal

## APPENDIX 6 (CONTINUED)

HOME MADE HISTORIES [13 x 5 Mins] — Australia's domestic past captured in home movies  
FINE LINE [4 x Half Hour] — Journalists and journalistic ethics under the microscope

### Drama

#### Indigenous Short Films

- MIMI — A young urban professional invests in Aboriginal art
- BLACK TALK — Two cousins reunited after many years apart
- TURN AROUND — A teenage love story
- FLAT — Adulthood is forced upon a young girl
- SHIT SKIN — A road movie meets the Stolen Generation

#### 50 Minute – Television

- ROY HOLLSDOTTER LIVE — A stand up comic and a broken heart
- FLOODHOUSE — A young girl tries to figure out sex and all that stuff
- MARTHA'S NEW COAT — A girl begins the search for her real father

#### Drama Series

- DIRT [7 x 1 Hour] — First time teachers sent to an outback high school
- RAN [6 x 1 Hour] — A nurse deals with life in the Torres Straits Islands
- NEIL, NEIL ORANGE PEEL [4 x 1 Hour] – development — Set in Melbourne in 1972

### Feature Films – 1.5 Hours

- CAN'T STOP THE MURDERS — A loser turns out to be a winner
- TRAVELLING LIGHT — Two sisters dream of life beyond suburban Adelaide
- ILLUSTRATED FAMILY DOCTOR — A biting satire about bodies in crisis
- DV FEATURE SCHEME — Two feature films directed by new, young filmmakers

### Comedy Series

- THE MARY G SHOW Series Two [5 X Half Hours] — Comedy from the Kimberley

### Animation Series

- QUADS Series Two [13 x Half Hours] — Adult comedy series
- ANIMATION PILOTS – With AFC [3 x 3 min] — Pilots from experienced animators

## SBS INDEPENDENT – TRANSMITTED PROGRAMS 2001–02

### GENERAL PRODUCTION FUND (17 hours of documentaries)

#### SBSI/FFC Accord Documentaries – One Hour

- MR STREHLOW'S FILMS — Ted Strehlow's collection of artefacts, photographs and films
- OUR BROTHER JAMES — A story of youth suicide in rural Australia
- HOLLY ROLLERS — Tracing the footsteps of Jesus from Bethlehem to Calvary
- TROUBLED WATERS — Indonesian fishermen caught between two worlds
- THE ACTOR AND THE PRESIDENT — Sri Lankan history and politics
- YVONNE KENNY: AN AUSTRALIAN DIVA — An intimate portrait of Yvonne Kenny
- BOUGAINVILLE: BREAKING BOWS AND ARROWS — Warring parties are reconciled
- MAMADRAMA: THE JEWISH MOTHER IN CINEMA — Cinema's stereotypical portrayal
- AUTISM: A STRANGER IN THE FAMILY — How some families cope with autistic children
- EAST TIMOR: CHILDREN OF THE CROCODILE — The lives of two Timorese/Australian women
- MINYMAKU WAY, THERE'S ONLY ONE WOMEN'S COUNCIL — Indigenous women take matters into their own hands

#### One Hour Documentaries

- SINCE THE COMPANY CAME — A Solomon Islands community faces social and ecological disruption
- STARTING FROM ZERO – Three Australian/Timorese people return to East Timor
- SECRET SAFARI — The ANC smuggles weapons into South Africa via tourists
- PAINTING COUNTRY — Indigenous artists from Balgo Hills region
- OUT OF OUR MINDS — Story of an acting troupe with intellectual disabilities
- TOKYO BOUND — Bondage mistresses in Japan
- SOCCER DREAMS — Asia's emergence as a major power in World Soccer

## APPENDIX 6 (CONTINUED)

### SPECIAL PRODUCTION FUND (48 Hours of Documentary, Drama, Animation)

#### Documentary

##### Half Hour

CALLAHAN: HE WON'T GET FAR ON FOOT — Portrait of Canadian artist John Callahan

##### One Hour

JANE ELLIOTT: THE AUSTRALIAN EYE — Jane Elliott's workshop against racism

##### Series – Half Hour

TALES FROM A SUITCASE Series 2 [*Eps.11,12,13*] — Compelling oral history of migrants

TALES FROM A SUITCASE Series 3 [*Eps.1–7*] — The stories of Afghan/Australians

##### Series – Half Hour

###### HYBRID LIVES

- MISSING VIETNAM — A Vietnamese child is adopted by Australian couple
- BRIDES OF KHAN — A Bangladeshi photographer and the big wedding day
- COSENZA VECCHIA — A filmmaker is haunted by his grandfather's fascist past
- ISLANDS — A Samoan/Australian filmmaker's search for identity
- FROM HERE TO ITHACA — A second-generation Greek/Australian journeys to Greece

#### Drama

##### Half Hour

BARTLEBY – A 19th century law clerk turns into a dissident

##### Drama Series – Half Hour

DIY TV (Series 2) — Four small budget dramas produced by young filmmakers

- VIDEO DARE
- LET'S VOTE
- BLOODSPORTS
- IN THE SWIM

#### Animation

ANIMATED TALES OF THE WORLD [*26 x 15 min*] — The world's best animators

HOME MOVIES [*Eps. 1–4*] — Australia's top animators

QUADS! [*13 X 26 Mins*] — Adult comedy series

LEUNIG [*50 x 1 Min*] — Animations from Michael Leunig

#### Feature Films

FRESH AIR — Three housemates try to make sense of inner city life

CITY LOOP — A night in the lives of six pizza workers in Brisbane

FEELING SEXY — Vicki wants it all, and a happy husband too

#### Comedy Series

THE MARY G SHOW Series 1 [*Eps 1–5*] — Indigenous variety show from Broome

THE MARY G SHOW Series 2 [*Eps 1–5*] — Indigenous variety show from Broome

EFFIE, JUST QUIETLY [*Eps 1–5*] — Comedienne Mary Coustas in her own show

JOHN SAFRAN'S MUSIC JAMBOREE [*Eps 1–10*] — A satirical look at the music world

# APPENDIX 7

## SBS RADIO NATIONAL NETWORK – BROADCAST SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	World View	World View	World View	World View	World View	Alchemy	Alchemy	6am
7am	Greek	Arabic	Greek	Greek	Greek	Finnish	Maltese	7am
8am	Italian	Italian	German	Croatian	Serbian	Italian	Italian	8am
9am	German	Slovenian	Vietnamese	Vietnamese	German	Vietnamese	Hindi	9am
10am	Cantonese	Filipino	Dutch	Filipino	Mandarin	Dutch	Urdu	10am
11am	Russian	French	Filipino	Portuguese	French	Portuguese	Hebrew	11am
12pm	Dutch	Maltese	Aboriginal	Maori	Armenian	Hungarian	Yiddish	12pm
1pm	Polish	Spanish	Polish	Spanish	Polish	Turkish	Polish	1pm
2pm	Hungarian	Indonesian	Burmese	Korean	Hebrew	Persian-Farsi	Tamil	2pm
3pm	Tongan	Lithuanian	Turkish	Estonian	Indonesian	Russian	Sinhalese	3pm
4pm	Macedonian	Ukrainian	Latvian	Macedonian	Dari	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Finnish	5pm
6pm	Laotian	Greek	Italian	Italian	Italian	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Russian	Arabic	Vietnamese	Arabic	Vietnamese	7pm
8pm	Romanian	Cantonese	Mandarin	German	Cantonese	Cantonese	Mandarin	8pm
9pm	Portuguese	Croatian	Serbian	Khmer	Aboriginal	Thai	Czech	9pm
10pm	Spanish	Japanese	Irish	Scottish	Spanish	Welsh	Slovak	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African hour	Alchemy	Alchemy	11pm
12am	o/night progs	o/night progs	o/night progs	O/night progs	o/night progs	o/night progs	o/night progs	12am

## SBS RADIO SYDNEY AM (1107) – BROADCAST SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	World View	World View	World View	World View	World View	o/night progs	o/night progs	6am
7am	Greek	Greek	Greek	Greek	Greek	Greek	Greek	7am
8am	Serbian	Slovenian	Croatian	Croatian	Serbian	Croatian	Slovenian	8am
9am	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	9am
10am	Cantonese	Mandarin	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	10am
11am	Norwegian	French	Khmer	French	French	Khmer	Hebrew	11am
12pm	Aboriginal	Albanian	Aboriginal	Maori	Laotian	Hungarian	Yiddish	12pm
1pm	Polish	Polish	Polish	Polish	Polish	Polish	Polish	1pm
2pm	Hungarian	Hungarian	Hebrew	Korean	Hebrew	Tongan	Cook Is. Maori	2pm
3pm	Croatian	Serbian	Yiddish	Serbian	Yiddish	Fijian	Korean	3pm
4pm	Tongan	Macedonian	Macedonian	Macedonian	Macedonian	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Kannada	5pm
6pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	7pm
8pm	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	Cantonese	Mandarin	8pm
9pm	Khmer	Croatian	Serbian	Khmer	Aboriginal	French	Samoan	9pm
10pm	Laotian	Korean	Irish	Scottish	Korean	Welsh	Macedonian	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African hour	Alchemy	Alchemy	11pm
12am	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	12am

# APPENDIX 7 (CONTINUED)

## SBS RADIO SYDNEY FM (97.7) – BROADCAST SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	World View	World View	World View	World View	World View	o/night progs	o/night progs	6am
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	7am
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian	8am
9am	German	German	German	Czech	German	Belarusian	Hindi	9am
10am	Dutch	Filipino	Dutch	Filipino	Filipino	Dutch	Urdu	10am
11am	Russian	Russian	Filipino	Portuguese	Portuguese	Portuguese	Tamil	11am
12pm	Maltese	Maltese	Maltese	Maltese	Armenian	Maltese	Sinhalese	12pm
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	1pm
2pm	Bosnian	Indonesian	Burmese	Gujarati	Indonesian	Persian-Farsi	Ukranian	2pm
3pm	Hindi	Turkish	Turkish	Turkish	Turkish	Turkish	Turkish	3pm
4pm	Bengali	Ukrainian	Latvian	Ukrainian	Dari	Russian	Russian	4pm
5pm	Turkish	Lithuanian	Russian	Estonian	Maltese	Latvian	Finnish	5pm
6pm	Italian	Italian	Italian	Italian	Italian	Italian	Italian	6pm
7pm	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	7pm
8pm	Romanian	Armenian	Armenian	German	Assyrian	Thai	German	8pm
9pm	Portuguese	Thai	Portuguese	Punjabi	Dutch	Filipino	Czech	9pm
10pm	Spanish	Japanese	Spanish	Indonesian	Spanish	Kurdish	Slovak	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African hour	Alchemy	Alchemy	11pm
12am	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	12am

## SBS RADIO MELBOURNE AM (1224) – BROADCAST SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	World View	World View	World View	World View	World View	o/night progs	o/night progs	6am
7am	Greek	Greek	Greek	Greek	Greek	Greek	Greek	7am
8am	Serbian	Slovenian	Croatian	Croatian	Serbian	Croatian	Slovenian	8am
9am	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	9am
10am	Cantonese	Mandarin	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	10am
11am	Norwegian	French	Khmer	French	French	Khmer	Hebrew	11am
12pm	Aboriginal	Albanian	Aboriginal	Maori	Laotian	Hungarian	Yiddish	12pm
1pm	Polish	Polish	Polish	Polish	Polish	Polish	Polish	1pm
2pm	Hungarian	Hungarian	Hebrew	Korean	Hebrew	Tongan	Cook Is. Maori	2pm
3pm	Croatian	Serbian	Yiddish	Serbian	Yiddish	Fijian	Korean	3pm
4pm	Macedonian	Macedonian	Macedonian	Macedonian	Macedonian	Swedish	French	4pm
5pm	World View	World View	World View	World View	World View	Danish	Albanian	5pm
6pm	Greek	Greek	Greek	Greek	Greek	Greek	Greek	6pm
7pm	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	Vietnamese	7pm
8pm	Cantonese	Cantonese	Mandarin	Mandarin	Cantonese	Cantonese	Mandarin	8pm
9pm	Khmer	Croatian	Serbian	Khmer	Aboriginal	French	Samoa	9pm
10pm	Laotian	Polish	Irish	Scottish	Hungarian	Welsh	Macedonian	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African hour	Alchemy	Alchemy	11pm
12am	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	12am

# APPENDIX 7 (CONTINUED)

## SBS RADIO MELBOURNE FM (93.1) – BROADCAST SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
6am	World View	World View	World View	World View	World View	o/night progs	o/night progs	6am
7am	Arabic	Arabic	Arabic	Arabic	Arabic	Arabic	Maltese	7am
8am	Italian	Italian	Italian	Italian	Italian	Italian	Italian	8am
9am	German	German	German	German	German	German	Hindi	9am
10am	Dutch	Filipino	Dutch	Filipino	Filipino	Dutch	Urdu	10am
11am	Russian	Russian	Filipino	Portuguese	Portuguese	Portuguese	Tamil	11am
12pm	Maltese	Maltese	Maltese	Maltese	Armenian	Maltese	Sinhalese	12pm
1pm	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	Spanish	1pm
2pm	Bosnian	Indonesian	Burmese	Romanian	Indonesian	Persian-Farsi	Ukranian	2pm
3pm	Hindi	Turkish	Turkish	Turkish	Turkish	Turkish	Turkish	3pm
4pm	Bengali	Ukrainian	Latvian	Ukrainian	Dari	Russian	Russian	4pm
5pm	Turkish	Lithuanian	Russian	Estonian	Bulgarian	Latvian	Finnish	5pm
6pm	Italian	Italian	Italian	Italian	Italian	Italian	Italian	6pm
7pm	Maltese	Turkish	Maltese	Arabic	Maltese	Arabic	Arabic	7pm
8pm	Romanian	German	Armenian	German	Assyrian	Thai	German	8pm
9pm	Portuguese	Thai	Portuguese	Punjabi	Dutch	Filipino	Czech	9pm
10pm	Spanish	Japanese	Spanish	Indonesian	Spanish	Kurdish	Slovak	10pm
11pm	Alchemy	Alchemy	Alchemy	Alchemy	African hour	Alchemy	Alchemy	11pm
12am	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	o/night progs	12am

# APPENDIX 8

## SBS RADIO SERVICES

AREA SERVED	CHANNEL	AREA SERVED	CHANNEL
SBS Analogue Radio		QLD	
ACT		Brisbane	93.3 (FM)
Canberra	105.5 (FM)	SA	
NSW		Adelaide	106.3 (FM)
Bathurst*	88.9 (FM)	Adelaide Foothills	95.1 (FM)
Newcastle	1413 (AM)	TAS	
Sydney	97.7 (FM)	Hobart	105.7 (FM)
Sydney	1107 (AM)	VIC	
Wagga Wagga*	103.5 (FM)	Melbourne	93.1 (FM)
Wollongong	1485 (AM)	Melbourne	1224 (AM)
Young*	98.7 (FM)	WA	
NT		Perth	96.9 (FM)
Darwin	100.9 (FM)		

\*denotes Self-Help Service

# APPENDIX 9

## SBS RADIO – LANGUAGES BROADCAST

LANGUAGE	NATIONAL NETWORK HOURS/WEEK	MELBOURNE HOURS/WEEK	SYDNEY HOURS/WEEK	LANGUAGE	NATIONAL NETWORK HOURS/WEEK	MELBOURNE HOURS/WEEK	SYDNEY HOURS/WEEK
Aboriginal	2	3	3	Korean	1	2	4
African	1	1	1	Kurdish	0	1	1
Albanian	0	2	1	Laotian	1	2	2
Arabic	3	9	14	Latvian	1	2	2
Armenian	1	2	3	Lithuanian	1	1	1
Assyrian	0	1	1	Macedonian	2	6	5
Belarusian	0	0	1	Maltese	2	9	6
Bengali	0	1	1	Mandarin	3	6	6
Bosnian	0	1	1	Maori	1	1	1
Bulgarian	0	1	0	Norwegian	0	1	1
Burmese	1	1	1	Polish	4	8	7
Cantonese	4	8	8	Portuguese	3	5	5
Cook Is. Maori	0	1	1	Punjabi	0	1	1
Croatian	2	5	5	Romanian	1	2	1
Czech	1	1	2	Russian	3	5	5
Danish	1	1	1	Samoan	0	1	1
Dari	1	1	1	Serbian	2	5	5
Dutch	3	4	4	Sinhalese	1	1	1
Estonian	1	1	1	Slovak	1	1	1
Farsi	1	1	1	Slovenian	1	2	2
Fijian	0	1	1	Spanish	4	10	10
Filipino	3	5	5	Swedish	1	1	1
French	3	5	5	Tamil	1	1	1
Gaelic-Irish	1	1	1	Thai	1	2	2
Gaelic-Scottish	1	1	1	Tongan	1	1	2
German	4	9	6	Turkish	2	8	7
Greek	7	14	14	Ukrainian	1	3	3
Gujarati	0	0	1	Urdu	1	1	1
Hebrew	2	3	3	Vietnamese	7	14	14
Hindi	1	2	2	Welsh	1	1	1
Hungarian	2	4	3	Yiddish	1	3	3
Indonesian	2	3	3	Multicultural (in English)	18	18	18
Italian	7	14	14				
Japanese	1	1	1				
Kannada	0	0	1				
Khmer	1	4	4	<b>Total</b>	<b>126</b>	<b>238</b>	<b>238</b>

# APPENDIX 10

## SBS TELEVISION SPONSORS 2001–02

SPONSERED PROGRAMS	SPONSORS	SPONSERED PROGRAMS	SPONSORS
All SBS programs (Corporate Sponsors)	Commonwealth Bank	TALES FROM A SUITCASE	United Airlines
—	MBF	THE BUSINESS SHOW	Compaq Computers
—	Renault	THE MOVIE SHOW	Mazda
ARTS ON SATURDAY – SEASON OF OPERA	Lexus	—	Lexus
BOB MARLEY LIVE	Universal Music	TOUR DE FRANCE	Renault
ENGLISH PREMIER LEAGUE	Telstra	TOYOTA CUP	Toyota
FACES OF CONTEMPORARY GREEK SONG	Michael Chugg Entertainment	UEFA SUPER CUP	Panasonic
INTERNATIONAL FILM AWARDS	Lexus	WESTERN UNION FOOTBALL	Western Union
MUM’S THE WORD	Carter Holt Harvey	WINE LOVERS’ GUIDE TO AUSTRALIA	Diner’s Club International
—	Medibank Private	—	United Airlines
ON THE BALL	Telstra	WORLD CUP	Hyundai
PIZZA	Snack Brands	—	McDonald’s
SOUTH PARK	Columbia Tristar	—	Samsung
—	Department of Defence	WORLD SOCCER SPECIAL	Panasonic
—	Toyota		
—	Continental Spirits		

# APPENDIX 11

## SBS TELEVISION ADVERTISERS 2001–02

Australian Democrats (South Australia)	Cadbury	Electrolux	Industry Super Fund
American Express	Canadian Tourism	EMI	ING
Amnesty International	Commission	Emirates	International Entertainment Corporation
Andrew McKinnon	Caritas Australia	Energy Australia	Jaguar
Presentations	Carter Holt Harvey	Enmore Theatre	Johnson & Johnson
ANZ Banking Group	Castel Electronics	Eveready	K.M.Smith
Armchair Entertainment	Cathay Pacific	Fairfax	Kappa Clothing
Arnotts	Christian Children’s Fund	Fisher & Paykel	Kimberly Clark
Asko Appliances	Classic Motoring Import	Ford	L.J.Hooker
Audi	Coca-Cola	Frucor	Laiki Bank
Austcare	Coles Myer	Fuji Hanimex	Landrover Australia
AOL	Colonial First State	Fujitsu	Lexus
Australian Democrats	Columbia Tristar	Gillette	LG Electronics
Australian Greens	Commonwealth Bank	Glaxo SmithKline	Lion Nathan
Australian Labor Party	Commonwealth Government	Graham’s Jewellers	MasterCard
Australian Rugby Union	Commsec	Greenpeace	Mazda
AXA	Compaq Computers	Grundig	McDonald’s
Bank of Queensland	Continental Spirits	HBF	Medecins Sans Frontieres
Blackwell Funerals	Daikin	Helen Caldicott – Independent Candidate	Medibank Private
Bonland	Dairy Farmers	Hertz	Michael Chugg Entertainment
BT Financial Group	David Jones	Hewlett Packard	Michael Coppel Presents
Buena Vista	Demir Leather	Holden	Microsoft
Bulmers	Dendy Cinemas	Honda	Millmaine Entertainment
Burger King	Diners Club International	Hyundai	Mitsubishi Motors
C&W Optus	Dunlop Tyres	IBM	
	E-Choice		

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Moneygram	Paul's Limited	Sharp	United International Pictures
Multi-Media Planning and Buying	Perpetual Trustees	Singapore Airlines	United Sport – Lotto
Musica Viva	Pharmacia	Smith Family	Universal Music
National Australia Bank	Procar Australia	Snack Brands	University of South Australia
National Foods	Procter & Gamble	Sony Music	Valvoline
National Wine Centre	Queensland Government	Spherion	Victorian Government
Nerada Tea	Rajon	St. George Bank	Vodafone
Nestle	Reckitt Benckiser	St. Vincent de Paul Society	Volvo
Nissan	Renault	Star City	WA Government
Nova 100.3FM	Retravisision	Subaru	Warner Music
NRMA	Roadshow Entertainment	Suncorp Metway	Webjet
NSW Government	Rover	Swift & Moore	Western QBE
Orlando Wyndham	Ryobi	Sydney Dance Company	Western Union
Pacific Access	SA Government	Telstra	Westpac
Palace Films	Saab	Texas Utilities	Woolworths Supermarkets
Panasonic	Samsung	Toyota	World Vision
Parfums Christian Dior	Schering Plough	Twinings	WR Carpenter
	Sharmill Films	United Airlines	York Motors

## APPENDIX 12

### SBS RADIO ADVERTISERS 2001–02

A Maximum Security Shutters Pty Ltd	Commonwealth Carelink
Accelerated Learning Worldwide Pty Ltd	Central Sydney Area Health Service
Adelaide Festival Corporation	Central Tile Market
Adult Migrant English Service	Centrelink
Advertising City Pty Ltd	Chinese Property Management Pty Ltd
Advertising Partners Australia Pty Ltd	Christies Homemaker Pty Ltd
Air Mauritius Pty Ltd	Clearsonics Pty Ltd
AMES	Seventh Day Adventist Church Dundas
Andrew Kluver & Associates Pty Ltd	Cultural Partners Australia (NSW) Pty Ltd
Anti Cancer Council Of Victoria	Cultural Perspectives Pty Ltd
Anti Discrimination Board of NSW	Dainam Corporation Pty Ltd
Anton Sakic	D'Arcy Australia Ltd
Astron Communication	DC Productions Australia
And Information Services Pty Ltd	Dept of Agriculture Fishery and Forestry
Athy's Jewellers	Dept of Fair Trading
Australian Electoral Commission	Dept of Human Services
Australian Friends of the Hebrew University	Dept of Immigration and Multicultural Affairs
Australian Macedonian Weekly	Digiplus Pty Ltd
Australian Quarantine Service	DIMIA
Australian Taxation Office, Canberra	Duffield Kenihan Pty Ltd
Australian Taxation Office, Sydney	Earthling Pty Ltd
Bank Of Cyprus	Easy School Pty Ltd
Bank Of Valletta	Easy-Tel Communications Pty Ltd
Bankstown Community Health Centre	Eclipse Group Limited
Ben May	Environmental Protection Agency
Bentleigh Bayside Community Health	Ethnic Communications Pty Ltd
Beograd Online Pty Ltd	Federation Square
Bryden's Law Office	Fox Video Pty Ltd
Business Horizons	Fred & Associates Pty Ltd
C3 Marketing Pty Ltd	Frost Org. P/L & Sports & Entertainment
CALC Multimedia	Gambler's Help Southern
Can-Achieve Consultants Ltd	Golden Turkish Directory
Carnivale Ltd	Good Audio Sense
Centacare	Grace Australia Mission

## APPENDIX 12 (CONTINUED)

Graduate Institute Of Further Education  
 Gramam Pty Ltd  
 Greater Dandenong Community Health  
 Hero Productions  
 HMA George Patterson  
 Homemaker Property Manager Pty Ltd  
 Homemaker Retail Agency,  
 Lend Lease Homemaker Retail Group  
 HSBC Bank Malta  
 Human Rights and Equal Opportunity  
 Complaints Service (HREOC)  
 Hyundai  
 Independent and General Pty Ltd  
 Indian Music Association  
 Iskan Finance  
 Co As It  
 Italian Trade Commission Sydney  
 J Walter Thompson  
 James Cameron  
 JV Audio Mobile Phones  
 Kapruka Pty Ltd  
 Kelly Communications Pty Ltd  
 Kevin Marlow  
 Knockout Promotions  
 Korea Educational Broadcasting System  
 L&T Trading Pty Ltd  
 Laiki Bank  
 Land Rover  
 Leba Ethnic Media  
 Lee Chow Leong  
 Leo Burnett  
 Liberal Party Of Australia (VIC)  
 LOTE Marketing  
 M & C Saatchi Pty Ltd  
 Macquarie Radio  
 Masintel Pty Ltd  
 McClure Multi Media Pty Ltd  
 Mekina & Associates Travel  
 Melek Bagdas  
 Metropolis Media Pty Ltd  
 Michael Gunter  
 Michael's Camera House  
 Mitchell & Partners Australia Pty Ltd  
 Mortgage Choice Cabramatta  
 National Australia Bank  
 Nedlands Farm  
 Neopurple  
 Neval Iibahar  
 NSW Dept of Community Services  
 NSW Dept of Education and Training  
 NSW Dept of Industrial Relations  
 NSW Government Advertising Agency  
 NSW Police  
 NSW Office of State Revenue  
 Omrop Fryslan ( Netherlands)  
 Optimedia  
 Orbis Express International Travel Pty Ltd  
 Oriental Merchant Pty Ltd  
 Palace Cinema  
 PBR Australia Pty Ltd

Pharmacia and Upjohn Pty Ltd  
 Pink Video  
 Protea Textware Pty Ltd  
 Rex Films  
 Road Traffic Authority NSW  
 Rockdale City Council  
 Roshan's Fashions Pty Ltd  
 Ross Mollison Group Pty Ltd  
 Royal Agricultural Society of NSW  
 Samuelson Talbot and partners  
 SES Promotions  
 Simpson Wood Pty Ltd  
 Slater & Gordon  
 Smart Shutters  
 Soundcraft Studios Pty Ltd  
 Sovereign Hill  
 Space Lounge  
 Spanda Productions  
 Springvale Community Aid & Advice  
 SRG Absolute Marketing  
 Starcom Media  
 Starcom Worldwide (Australia) Pty Ltd (NSW)  
 State and Regional Development  
 State Trustee Limited  
 Stenmark Organisation  
 Sudler & Hennessey Multicultural  
 Sydney Asia Pacific Film Festival  
 Sydney Harbour Foreshore Authority  
 Sydney Opera House  
 Sydney Water  
 TAFE NSW  
 Telstra  
 Thang Cong Education Coaching Centre  
 The Campaign Palace  
 The Francis Agency  
 The Kestral Media Company Pty Ltd  
 Thomas Cook Ltd  
 Top School Pty Ltd  
 Total Entity  
 Tourism NSW  
 Ultimate Shutter  
 Universal Telecom  
 University of NSW – Institute of Languages  
 NSW Law Reform Commission  
 Victorian Major Events Company Ltd  
 Visible Voice  
 Vision Tours  
 Visy Cares Centre  
 Vocam Pty Ltd  
 Transcultural Mental Health Centre  
 Western Union Financial Services  
 Women's Health in the North (WHIN)  
 Wong Pui Chun  
 Workcover Authority  
 Young & Rubicam Mattingly Pty Ltd  
 Zenith Media Pty Ltd  
 Zsaina International Pty Ltd  
 Zulu Advertising & Design Pty Ltd

# APPENDIX 13

## SBS COMMUNITY ADVISORY COMMITTEE

**CHAIR: Ms Ayse Alpandinar** (Vic) Born in Turkey, Ms Alpandinar has a Bachelor of Arts, Diploma in Education, and Diploma in TESOL. She currently runs her own business in the design and manufacture of table runners. She is actively involved in the arts and cultural organisations of the Turkish Community.

**Ms Dianne Cox** (NSW) Born in Australia, Ms Cox has had a long and distinguished career in education. She holds a degree in education and drama, and is principal of Belmont North Public School. The parent of two adopted Korean children, Ms Cox has worked with children from many diverse cultures and has participated in school communities with a strong focus on Aboriginal culture.

**Mr Allen Madden** (NSW) Mr Madden is a direct descendent of the Gadigal clan of Eora Land, Sydney. He is the sites and Cultural Education Officer of the Metropolitan Local Aboriginal Land Council and has had a long career in indigenous services, including Welfare Officer for the Aboriginal Children's Services, Field Officer for Aboriginal Legal Services, Employment Officer NCAP Aboriginal Dance Theatre, and Field Officer for Aboriginal Medical Services.

**Mr Michael Zorbas** (ACT) Born in Australia of diverse heritage, Mr Zorbas is the Executive Officer, Trade Practices Reform for the Motor Trades Association of Australia. He has a long history of public policy involvement, is a former member of the Federal Government's National Youth Roundtable and is also a director of the International Forum of Federations.

**Ms Genoveva Medwell OAM** (NT) Born in the Philippines, Ms Medwell has over 10 years' experience in multicultural and ethnic affairs. She received an Order of Australia Medal in 1993 for her work in migrant communities. Currently she is a member of the Management Committee of the Torture and Trauma Survivors Service of the Northern Territory Inc. She works as Director, Government Employee Housing in the Northern Territory Department of Community Development, Sports and Cultural Affairs.

**Mr Russell Raymond OAM** (WA) Born in Sri Lanka, Mr Raymond is a senior journalist in Perth who is actively involved with the North Perth Migrant Resource Centre, the Sri Lanka Ceylon Association, and the Ethnic Communities Council of WA. (FECCA nominee – national)

**Dr Eric Tsui** (NSW) Dr Tsui is the Chief Research Officer, Asia Pacific of Computer Sciences Corporation and Innovation Manager at Australian Mutual Provident (AMP). His qualifications include B.Sc.(Hons.), PhD, MBA and he is an Adjunct Professor of RMIT University as well as holding honorary positions at the University of Kentucky, University of Sydney, University of Technology, Sydney, and the Hong Kong Polytechnic University.

**Mr Ly Le** (SA) Born in Vietnam, Mr Le has a Graduate Diploma in Teaching English to Speakers of Other Languages from the University of South Australia and a Master of Education from Deakin University, Victoria. He is an educator and advocate for multicultural Australia.

**Ms Maria Papagrigoriou** (NSW) Born in Australia to Greek migrant parents, Ms Papagrigoriou has a Bachelor of Arts/Social Work. She is an advocate for people with disabilities in rural NSW. Ms Papagrigoriou is also actively involved in her local community as secretary of the Canterbury Bankstown Migrant Resource Centre Management Committee.

**Dr Joseph Ting** (QLD) A Malaysia-born consultant emergency physician of Chinese extraction, Dr Ting is involved in the clinical training of junior doctors and medical students. He has a strong commitment to public and multicultural broadcasting as well as the maintenance of literary and ethical standards within the print and web-based media. His other interests include the arts and the environment.

**Ms Linda Mirabilio** (NSW) has a Diploma in Journalism and has worked as an event manager on performing arts and indigenous events. She has also worked as a community project officer with youth and those from non-English speaking backgrounds, is active in the campaign for refugees and tutors English to new migrants.

**Ms Armita Araghi** (VIC) Born in Iran and a resident of Germany (1982–1993), Ms Araghi has a Bachelor of Laws/Bachelor of Arts (Languages and Linguistics/Painting and Sculpture), and works as an associate lawyer in a Melbourne law firm. Ms Araghi has ongoing personal and professional involvement with ethnic and indigenous communities. She has tutored in law and languages at the Melbourne University Koori Student Centre, and works in pro-bono legal programs with migration applicants.

**Mr Paulo Vieira** (QLD) Born in Zimbabwe of Maltese-Egyptian/Portuguese parentage, Mr Vieira is Director of Studies at the Central Queensland University Language Centre in Rockhampton. A graduate in Political Science, Mr Vieira has held several political advisory positions, the most recent as Senior Policy Adviser to the NSW Minister for Multicultural and Ethnic Affairs in NSW under the Fahey government.

**Mr Ahmed Warsame** (VIC) Mr Warsame is the President of the Somali Community Inc. of Victoria and is also a member of the Australian Society of CPA. Ahmed's academic credentials include: Master of Business Administration from California State University, Master of Education from the University of Melbourne, and Bachelor of Chemistry and Mathematics from the Somali National University.

During the year, retiring Chair Victor Hamit, Beatrice Jouy-Botte and Santo Casella completed their terms as members of the committee.

# APPENDIX 14

## AWARDS

### SBS TELEVISION

#### National

##### Logie Award

Most Outstanding Special Report in a Public Affairs Program – DATELINE: SEE NO EVIL

##### Logie Award

Most Outstanding Special Report in a Public Affairs Program – DATELINE: THE DIRTY WAR

Australian Council of Deans Education – INSIGHT: SHOW KIDS

Australian Council of Deans Education – INSIGHT: PRIMARY DECISIONS

##### UN Association Australian Media Peace Awards

Best Television – INSIGHT: SECRETS AND LIVES

##### Australian Cinematographers' Society

Gold Award (Documentary) – KY CHEUNG (A FORK IN THE ROAD)

##### The Australian Society of Make-Up Awards

Award for Excellence, Open Television category – Piri Wynyard, Samantha Weir, Anastasia Iosifidis, Jason Buchardt, Rina Cravigan

#### International

US International Film and Video Festival (Silver Screen) – DATELINE: ONE LAST CHANCE – WAR CRIMINAL

New York Festivals (Silver World Medal) – DATELINE: ONE LAST CHANCE – WAR CRIMINAL

48th Columbus International Film and Video Festival (Chris Award) – DATELINE: ONE LAST CHANCE – WAR CRIMINAL

### SBS INDEPENDENT

#### National

##### Australian Cinematographers Society Award

Best Cinematography – UNRAVELLING

Best Documentary – ROCKHAMPTON 4700

##### Australian Film Critics Circle Award

Best Documentary – MY MOTHER INDIA

##### Australian Film Institute Awards

Best Music Score – LA SPAGNOLA

Best Young Actor – YOLGNU BOY (John Sebastian Pilakui)

Best Screenplay in Short Fiction Film – SPARKY D COMES TO TOWN

Best Screenplay in Non-Feature Film – SECRET SAFARI

Best Animation – LIVING WITH HAPPINESS

##### Awgie Awards

Best Screenplay – LIVING WITH HAPPINESS

##### Dendy Awards – Sydney Film Festival

Community Relations Award – Rouben Mamoulian Award – MY MOTHER INDIA

Best Documentary – TROUBLED WATERS

Best Fiction under 15 Minutes – LIVING WITH HAPPINESS

Yoram Gross Animation award – DAD'S CLOCK

##### If Awards

Best Sound Design – LA SPAGNOLA

##### Melbourne Film Festival Award

Best Documentary Video – MY MOTHER INDIA

##### New South Wales Premier's Award 2002

Best Documentary – MY MOTHER INDIA

##### Queensland New Filmmakers Award

Best Film – HEY SISTA!

## APPENDIX 14 (CONTINUED)

### **Real Life on Film Festival**

Best Documentary – MY MOTHER INDIA

Award for Excellence – WELCOME TO THE WAKS FAMILY

### **St Kilda Film Festival**

Best Documentary – SHTICK HAPPENS

Best Screenplay – BLACK TALK

Best Animation – DAD'S CLOCK

### **Tudawali Indigenous Awards**

Open Craft Award – THE MARY G SHOW

Best Cinematography – BENEATH CLOUDS

Best Script – MY MOTHER MY SON

Best TV Series – EVERYDAY BRAVE

Best Short Film – DUST

Best Film – BENEATH CLOUDS

Best Actor – THE TRACKER

### **UN Association Media Peace Awards**

Best Promotion of Positive Image of Older Persons – GREY VOYAGERS

Best Promotion of Multicultural Issues – DEAR BERT

### **WA Screen Awards**

Outstanding Achievement Award – THE MARY G SHOW

### **Walkley Awards**

Best Current Affairs – BUSINESS BEHIND BARS

### **International Awards**

#### **Annecy Animation Festival, France**

Best Short Film – INTO THE DARK

#### **Banff Film Festival, Canada**

Best Animation – LEUNIG

#### **Berlin Film Festival**

First Premiere First Movie Award – BENEATH CLOUDS

Teddy Prize, Best Feature Film – WALKING ON WATER

#### **Bilboa Short Film Festival, Spain**

Silver Medal – BARTLEBY

#### **Cartoons on The Bay Pulcinella Awards, Italy**

Best Short Animation – PA

#### **Calgary Film Awards, Canada**

Best Series Picture on Film Awards – QUADS!

#### **Canadian Academy of Cinema and Television**

Best Direction – QUADS!

#### **Canadian Golden Sheaf Award**

Best International Documentary Under 30 Minutes – TRESPASS

#### **Hawaii International Film Festival**

Best Documentary – MY MOTHER INDIA

#### **San Francisco International Film Festival**

Certificate of Merit, Golden Gate Awards – BARTLEBY

#### **Tanzanian Film Festival**

Best Film – YOLGNU BOY

# APPENDIX 14 (CONTINUED)

## International Screenings

### **Annecy Animated Film Festival, France**

Selected for competition: PA, LEUNIG, DAD'S CLOCK, LOOKING FOR HORSES, HOLDING YOUR BREATH, INTO THE DARK, ADA , UNRAVELLING

### **Aspen Film Festival, USA**

LIVING WITH HAPPINESS, SPARKY D COMES TO TOWN

### **Cannes Film Festival, France**

HOLDING YOUR BREATH

### **Hawaiian International Film Festival**

MR STREHLOW'S FILMS

### **Krakow Film Festival, Poland**

UNRAVELLING

### **Montreal World Film Festival, Canada**

SILENT PARTNER

### **Tribeca Film Festival, USA**

BLACK CHICKS TALKING

## SBS RADIO

### **Korean Broadcasting System (KBS) International Radio Prize**

Second Place – Korean Language Program

### **Royal Life Saving Society's Award for Media Excellence**

First Prize – Christine Tondorf, Radio News

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ISSN 1038-6696

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